



**Friends of Queen Anne's County Library**  
Minutes  
of  
Monthly Board Meeting  
October 01, 2018  
Kent Island Library

The Meeting was called to order at 07:01 PM with President, Kathie Smarick presiding. In attendance were DeAnn Cheyne, Connie Zillig (via phone), Penny Lins, Beth Maier, Susan Wilson and representing the QAC Library Board of Trustees John Feldman.

**A motion to approve the Minutes of the September 11, 2018 meeting was made by Sue Wilson, seconded by Beth Maier. The minutes were approved unanimously.**

Connie Zillig, Treasurer, presented the financial and membership reports. The balance at the end of this reporting period is \$30,511.90. The Treasurer's report was acknowledged and filed for audit. Connie reported that the Friends have 328 members, an increase of two members.

**Friends Publicity – Kathie Smarick**

**Website**

Kathie Smarick reported that the Friends' website contains the latest minutes and event flyers. In September the website had 78 users creating 103 sessions. vs. 380 users in August for 409 sessions. The decline reflects fewer FOL events and activity in September, so it is a predictable drop. The membership levels listed on the website need to be updated to current levels.

**Facebook**

The Friends' Facebook page has 545 followers which included seven new followers and there were 9 posts since the September 11<sup>th</sup> Board Meeting. All the October Friends events are on Facebook. Kathie encouraged the use of Facebook invite to remind people of events.

**Other Media**

Pictures of the winner of the Quilt Raffle will be circulated to the media with a press release. What's Up Eastern Shore is doing a feature article on Penny Lins' volunteerism for the Friends. Press releases about all upcoming events are ready to be distributed to the media. It was also noted that, in advance of fall and winter activities, a new round of brochures need to be printed. Kathie will talk to John about whether ESRL can do this printing.

### **Annual Appeal – Kathie Smarick, Connie Zillig**

Supplies are ready for the Fall 2018 Appeal mailing. Connie Zillig has prepared an Excel mailing list file of about 2500 names for the appeal. Kathie is working on the 2018 appeal letter and thank you letter. Connie expects to take the supplies, letter and file to SISK in the 3rd or 4th week of October. The mailing will go out in November. Connie and Sue Wilson have prepared for the 2018 transfer of Access responsibilities. Sue and DeAnn Cheyne will meet to transfer the membership and appeal thank you letter responsibilities.

### **Library Director's Update –John Feldman and Kathie Smarick**

#### **Trustees Capital Campaign Committee**

John Feldman reported that the capital campaign feasibility study conducted by the campaign consultant showed that there is money in the community to support the campaign. The consultant will conduct focus interviews in the different social nodes of the community to help determine potential giving.

#### **Economic Impact Study results**

Salisbury University conducted an impact study to determine the role of the library on economic development in the Eastern Shore. A draft analysis determined that for every \$1 spent on the library the economic development growth was \$1.40. The analysis is being refined and finalized, but the final report should give the library strong advocacy points to encourage the county commissioners' and community's level of commitment to the library.

#### **Library Requests for Support**

The requests are mainly for new equipment (books, table, STEAM Cart, Video conversion center, chairs, book carts, desk, etc) versus program support.

### **October Events**

#### **Restaurant Night @ Mamma Mia – Tuesday, Oct 9<sup>th</sup> starting at 04:00 PM**

There will be no raffles at the Mamma Mia fundraiser. The Mama Mia staff will not advertise their donations, so patrons will have to request it. Board members Elaine O'Neal and Sue Wilson will be present to encourage patrons to do so.

#### **Eastern Shore Writers' Association Presentation for National Friends of the Library Week – Tuesday, Oct 16<sup>th</sup> from 06:00 PM to 08:00 PM**

The National Friends of the Library Week proclamation has been received from the County Commissioners. The Commissioners have been made aware of the opportunity for a photo op at the event. After a short introduction by the Friends, the program for the ESWA presentation will be managed by Ron Souter, a former president of the association. Currently there are five writers scheduled to read. More writers may sign on. A table to sell books will be set up. Kathie Smarick, Beth Maier and Connie Zillig will represent the Friends Board and will have Friends materials available to try to recruit new members.

#### **Reading with Friends/Carol Franks-Randall at Chick-Fil-A Kent Island – Oct 28<sup>th</sup> from 05:00 to 05:45 PM**

This off-site event is not a fundraiser. It is an opportunity to put the Friends in front of the community with the hopes of garnering new members. Flyers are being prepared for distribution in the schools. Kathie Smarick and Sue Wilson will represent the Friends Board.

### **Future Events**

**Holiday Concert with Stefan Scaggiari – December 14<sup>th</sup> at QACA from 7:00 pm to 9:00 PM – Penny Lins**  
The expectation is to sell 100 – 120 tickets for this event at \$20 each. Tickets will be available in mid-October. Penny Lins is asking for five volunteers to donate hors d'oeuvres or sweets for the event.

**Spelling Bee – April 3<sup>rd</sup>, 2019 – Kathie Smarick for Elaine O'Neal**

Elaine is working on preparations for the Spelling Bee. Kathie and Elaine will visit KIVFD this month to decide how it's best to set up and then how that affects what we're going to do about food, drinks.

## **Old Business**

### **Board Management By-Laws Revision of Article 4/Section 6 Considered – Full terms for those inheriting a Board position**

Article 4/Section defines term limitations for Board members fulfilling partial terms. After a discussion of the pros and cons of several scenarios to offer full terms to Board members who take over an existing term, it was decided to seek examples of what other Boards do and to define the potential role of a Board Member Emeritus.

### **Business Membership – Beth Maier**

Beth Maier presented preliminary ideas for a Friends Corporate Membership Program. This program would endeavor to encourage local non-profit organizations and local businesses to make one annual donation to the Friends in return for varying levels sponsorship. Beth is going to consider the feedback from the Board and work on another draft of the program.

### **Little Free Library – Sue Wilson**

Sue Wilson reports that the books in the LFL at Terrapin Park have been "checked out." It was suggested the Friends put stickers on the books. One goal of the stickers is to encourage patrons to return, or replace, the book they checked out.

### **Summer Reading Program Follow Up – Beth Maier**

Beth Maier presented a report of her SRP follow-up with Julie Ranelli. Beth noted the Library's appreciation of the Friends sponsorship of the SRP. The Board decided that, along with the Kent Island branch, the Friends will distribute t-shirts at the Centreville Library in 2019. The Board will make a decision on offering free t-shirts to volunteers at a later date. In 2019 the Friends will endeavor to be present at the larger SRP events as volunteers and to share information about the Friends. The Library would like the Friends to assist in staffing the table at the Shore Update Kids Connect in May 2019.

## **New Business**

### **Talbot Figure Skating Program Community Service**

In December 2018, as part of a community service project, the Talbot Figure Skating Program will be collecting used books. The books will be donated to the QAC and Talbot County Friends of the Library for their used book sales.

There being no further business the meeting was adjourned at 8:52 PM.

Respectfully submitted,

*DeAnn Cheyne*

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