



**Friends of Queen Anne's County Library**  
**Minutes of Monthly Board Meeting**  
November 10, 2020 via Zoom

**As approved, December 2020**

The meeting was called to order at 7:00 PM with Vice President, Connie Zillig, presiding. In attendance were board members Kathie Smarick (in car), Beth Maier, Kathy Kwiatkowski, and Joselle Gatrell. Janet Salazar, library director, and Kerry Miller, a Friends member, were also present.

Motion made by Beth and seconded by Joselle to approve the minutes from October 6, 2020 passed.

**Financial Update** – Beth Maier, Treasurer, presented the financial reports. The balance as of October 31, 2020 was \$37,214. During October, notable income items include \$12,671 from the 2020 Annual Appeal and \$1,400 from the on-line auction. Other items include donations received during the auction, renewal membership, KI Book Nook money (pre-Covid) and Summer Reading Program T-shirt sales money. October expenses were \$1,479 for the Annual Appeal, \$2,954 for Library Programs and Equipment (remainder of the Read-To-Rover program, the book truck, virtual services, and a diverse books collection), \$1,500 for the Saturday Arts Program and \$30 for the auction (\$130 more to be reported in November). Treasurer's Reports were acknowledged and filed for audit.

There is also an unspent balance of \$3,700 for the 2020 Summer Reading Program. It was discussed that the Library would return these funds to the FOL, unless this presents a hardship, in which case, the FOL would determine the best way to represent the funds provided to the library in 2020 actual results and the 2021 budget.

Kathie will follow up regarding a grant applied for in January 2020 from Citizens for Maryland Libraries in the amount of \$1,000.

**Membership Update** – Connie Zillig reported that the Friends have 447 current members. The increase in membership is from the 2020 Appeal.

**Friends Publicity** – Kathie Smarick, report attached to the minutes.

**Library Director's Update** – Janet Salazar

Funding requests relate to the 2021 Summer Reading Program and new tables for children's programming at Centreville. The FOL would like to fully fund the SRP again in 2021 and will wait for formal request for the tables. The Kent Island expansion is proceeding smoothly. The Capital Campaign committee has its first meeting on November 12. Kathie S. will attend. Library patrons continue to make appointments for 45-minute time slots with 15-minute cleaning between time slots. No used book donations are being accepted at this time nor in the foreseeable future due to Covid concerns.

## **Programs**

2020 Annual Appeal – Seventy-one reminder Appeal letters were sent on November 2nd to our most generous previous donors who had not yet donated to the 2020 Appeal. So far, there have been 10 responses totaling \$1,700. Reminder emails will be sent mid-November.

2021 Community Sponsors – This might be difficult with the Capital Campaign being planned for the KI expansion. This program may be on hiatus, be implemented for Annual Book Sale, or may go forward by end of year depending on outcome of November 12 meeting for the Capital Campaign Committee, which Kathie S. is planning to attend.

FOL Book Club: Literary Lunches – It was discussed to have a first book club meeting via Zoom in early 2021. Kathy K. will suggest some dates via email and board members should submit book suggestions to her this month.

## **Events**

Online Auction – The Friends held its first on-line auction October 18-24 and netted about \$1,300 plus one new member and it was deemed very successful. It coincided with National Library Week, which was a positive connection. The software utilized was 32 Auctions and was thought to be user-friendly. Board members are willing to use it again. The auction offered a diverse selection of items and 30 of 36 packages sold. Payments were made via Paypal to minimize transaction costs. Beth sent invoices via email. There was discussion to try another auction in Spring/Summer 2021.

Volunteer Appreciation event/effort – There were about 20 FOL volunteers in 2020 in connection with the Book Sale in March and Summer Reading signup events, to whom the FOL board will write thank you notes. Beth made a motion to purchase 50 FOL notecards with envelopes for up to \$85. Kathy K. seconded the motion and it passed. The board will send the thank you notes within the next month.

**Board Governance** – The Friends board is pleased to have member, Kerry Miller, interested in joining the Board at the Annual Meeting in 2021. She is attending board meetings up until that time as a non-voting FOL member. The schedule of 2021 meeting dates, standing rules, and bylaws were made available via email.

## **New Business**

2021 Budget – Beth presented a draft 2021 budget. We discussed that the budget may have a deficit as the FOL plans to spend down its reserves with a contribution to the KI Capital Campaign.

Member Survey – There was discussion about the need to identify goals of a possible survey and how they align with the FOL mission as well as the Library strategic plan. Joselle and Kerry said they would be part of a small committee to work on a survey. Discussion to be continued.

There being no further business the meeting was adjourned at 9:20 PM.

Respectfully submitted,

*Connie Zillig*

Connie Zillig

## ***FOL Publicity Update***

### **For November 2020**

**Facebook:** 12 posts in September, and 5 new FB followers (now at 662). Most posts about auction, QACL events, National Friends of the Library Week, and video of QACL staff thanking FOL for funding specific programs (thanks to Allison Wood for compiling)

- Friends of QAC Library now can be the recipient of Fundraising Events on Facebook (we have now be approved for this status). FOL can add a donate tab to specific posts (but not if that post also includes a picture. Why? No idea. But it's annoying!) Still working on getting a "donate" button as part of our profile.

**Upcoming:**

- Giving Tuesday (following Thanksgiving) and end-of-year giving reminders

**Media:** NewsObserver/Bay Times, Shore Update and Kent Island Online all ran stories about the FOL Week auction.

Shore Update featured FOL as "Organization that makes our community better"

**Upcoming:**

- To be determined

**Website:** 142 Website users in October 2019 vs. 477 website users in October 2020. Almost all of the auction promotional materials directed people to the event page on the FOL website, which had the link to the 32auctions site. This definitely drove up traffic to our site, which is always good for getting people to learn more about FOL.

*Added to site:* 2020 August meeting minutes; "In the News" link on homepage to Thank You video from QACL staff

**Upcoming:**

- Add 2021 events to site

**Newsletter:**

- **Upcoming:** next edition of the FOL Update newsletter will be sent out to members and supporters in November. Plan to include write ups on the auction and on recent Friends funding to QACL; KI expansion; appeal update; call for new board members.... Remainder to be determined!
- Original template used was best suited for a print newsletter. MailChimp, which we already use for our bulk emails, has a basic e-newsletter template available for no charge which I'm going to try to use this month.