

In Attendance: Grady Ebensberger, Paige Crail, Diane Windsor, Ashley Strang, Lee Dahlen, Doti Izzi, Maria Haines, Kandi Hessel, Judy Kimzey

Meeting called to order at 6:05 pm by Grady Ebensberger

Approval of Minutes

May minutes were reviewed and approved. Motion to approve made by Maria Haines. Seconded by Doti Izzi. Motion passed unanimously

Treasurer's Report

Treasurer's Profit and Loss report provided by treasurer, Diane Windsor for January - May 2023. Diane to send out an updated P&L report to include book fair income.

A credit card reader has been purchased to support the Fall & Spring Book Fairs and Cars & Coffee. Some deposits over the previous months were erroneously placed into the Friends' Dorothy's Ruby Slippers account, so Diane ordered printed deposit slips and handed them out to Judy and to board members in order to avoid this situation in the future. Diane transferred the monies into the correct account via the online banking system.

Business Discussion:

Cars & Coffee: FotL participation at the June Cars & Coffee was canceled due to weather concerns.

Vicky, Maria, and Grady will work the July Cars & Coffee on July 1st. Diane purchased a new compact folding table for the Friends to use at events, and it has arrived in time for the July C&C.

Diane Windsor presented a new Volunteer Checklist and FotL Resource Sign Out Sheet. The checklist is intended to provide a resource to walk volunteers through how to work the C&C table and what supplies are needed for the event. All C&C supplies have been conveniently placed on a single shelf in the Library storage closet, and the sign out sheet is hung by the shelf. Items can be signed out in the week leading up to C&C and need to be signed in following the event on Saturday.

For July, the new procedure will be in place that any donations will be collected by a board member for deposit. If a board member is not working the event, one will make arrangements to collect the donations in person at the end of the event. If no board members are available, the money can be left in a board member's folder at the library

Diane has also identified a coffee sponsor, Hi Tek Audio from Sherman, to pay for coffee from HoneyLu's to be delivered to the Friends table at each Cars & Coffee!

Guest Speaker Kandi Hessel: Corporate Sponsors

We were so grateful to have Kandi Hessel, the Events Coordinator for the City of Van Alstyne Parks & Recreation department, come visit to present her ideas and advice for corporate sponsorships.

Kandi reviewed our draft corporate sponsor levels and benefits package and was supportive of the direction we're headed. She recommended adding more analytics information regarding the reach of library programs and social media posts (e.g. visibility for their company) and what ROI they can expect.

Recommended approaching people gently and finding connections with them. The key: share the "what's in it for me" for each potential sponsor and face-to-face interactions! Be prepared with detailed statistics on demographics, reach, social media activity, etc. She offers first right of refusal to her big sponsors each year. She always sends thank you notes and looks for creative ways to make sponsors feel appreciated.

Provided a contact name for Airview AC: Monica Perez, whose 7 year old probably participates in library programs.

She also recommended continuing to look for ways to creatively partner and coordinate with other city events and departments.

Chamber of Commerce Newcomer Bags

Efforts continue to make friendship bracelets to include with FotL materials in the Chamber Newcomer Bags to welcome new families, raise awareness, & recruit new members. Ashley and Paige have completed the first 45, enough for supporting the next round of newcomer bags – THANK YOU! Contact Paige Crail if you're interested in supporting the effort! #BraceletsforBooksVA!

Book Fair:

Revisited the proposal to not have a Fall Book Fair. Due to concern that the fair will begin to slip out of the community's consciousness if we become inconsistent with our sale dates, we have decided to press on and have a Fall Book Fair. The Community Center is reserved for the week leading up to Thurs Oct 12- Sat Oct 14. This will coincide with the city's 150th Birthday Celebration, which will be held in place of Fall der All. Plan to use social media to request book donations in accordance with the donation guidelines.

Maria Haines expressed an interest in taking a leadership role in Book Fair efforts. Paige Crail offered continued support. Group to reach out to Vicky Cupit in hopes that she will continue to generously offer her invaluable experience and support for the book fair effort. Anyone interested in offering further support, contact Maria.

Judy made the group aware that she has a sign up sheet from previous years for scheduling volunteers in hopes that people won't feel like they have to work all day all 3 days to help out.

Brainstormed ways to get the word out - VA Leader, radio, flyers around town, tv news story, social media, etc.

Friends of the Van Alstyne Public Library

Diane ordered a cash box and sales slips (and the card reader) to replace the broken cash register (located on the top of our FotL storage shelf at the library)

Bricks:

Diane Windsor has a presentation ready to brief to the city manager. Meeting date pending.

Library Director's Report

Summer Reading is going great! The Wildlife on the Move event sent a SRP attendance record - 304 attendees! The library staff has a new plan in place to coordinate seating at future events and will encourage guests to arrive early, as they will have to turn people away once occupancy limits are met in order to ensure the safety of all in attendance

Judy is brainstorming ideas for locations next summer that can accommodate higher capacity groups. Art classes were added to the summer reading activities and were completely booked almost immediately.

New patrons continue to pour in - the library added more new patron accounts in 1 week than in the previous month!

Roundtable Discussions and Announcements:

Diane Windsor reminded everyone of the effort to collect photos for our proposed Van Alstyne Book fundraiser. Everyone keep taking and submitting pictures to Diane!

Adjournment and Next Meeting Announcement

Meeting was adjourned by Grady Ebensberger after a motion to adjourn from Doti Izzi was seconded by Paige Crail. Next meeting will be July 25, 2023 at 6 p.m.

Respectively submitted,

Paige Crail, Secretary