

Friends of the Ayer Library Executive Board Meeting
January 16, 2020 5:30-8:00pm Ayer Library
Minutes

Attending:

Friends Board: Carol Horgan, Mary Metzger, Liz Nonis, Laurie Sabol, Elaine Sullivan

Library Staff: Samantha Benoit, Tim Silva, Christina Zoller

Guests: Ellen FitzPatrick, Irv Rockwood

- 1) The meeting was called to order at 5:30. The minutes of the previous meeting were amended and approved.
 - a) Amend 3d: The Friends voted to allocate \$6000 for library programs in 2020 of our projected budget of \$9000. Another \$3000 will be used for supplies and miscellaneous expenses.
 - b) Amend 4b: membership campaign should stress Book Sale, Garden Sale, Membership, Attend Meeting
- 2) President's and Treasurer's reports (combined)
 - a) Expense and Income report from 2017-2019. Three documents (2017, 2019, 2017-2019 overview) are attached.
 - b) Based on these past three years, we can probably budget for \$11,000 per year.
 - c) Petty cash = fees, book sale, etc
 - d) Good to project what kinds of programs an expanded budget might fund
- 3) Membership
 - a) 22x28 membership poster done. A small banner ("this program sponsored by the Friends") will be attached at relevant times.
 - b) 11x17 posters done: one at Town Hall (LS), one at Senior Center (who?), three for library.
 - c) renewals/new members/donations
 - i) 49 addresses in membership database. Includes staff and trustees.
 - ii) In 2020: 14 renewals, 4 new members, many gave donations over and above the membership dues.
 - iii) Paypal button is ready to go and will go on the website soon.
 - d) Campaigns/themes (Laurie will take the lead with possible support from library staff):
 - i) January www.ilovelibraries.org/article/five-new-year-s-resolutions-your-library-can-help. Email, social media, Ayer web, newspaper, display.
 - ii) April: Library Giving Day or National Library Week. Do we acknowledge giving to the plant sale? Coordinate with library staff.
 - iii) October: Friends of the Library Week
 - e) Mass Friends of Libraries newsletter (MA library legislative day 4/2). LS will send to Board.
 - f) Laurie listened to two webinars about developing a community of library supporters:
 - i) United For Libraries "Recruiting Younger Board Members"
 - ii) Library Giving Day
- 4) Programs and projects
 - a) Books on Wheels
 - i) Carol reported on the first two deliveries to Nashoba Park (10 residents/11 residents).
 - ii) Residents are very enthusiastic.

- iii) Bringing 4-5 books per person.
 - iv) Everyone except one person came the second time.
 - v) Many people have stepped forward to volunteer.
 - vi) Senior Housing at Pond Street has been contacted but has as yet not responded.
 - vii) Apple Valley Nursing Home may not have the right population.
 - viii) Pleasant Street School has its own book club.
- b) Garden sale/subcommittee appointments
- i) Local Ayer resident (who's also a Friend) has offered to grow heirloom tomatoes
 - ii) Mary will grow pollinator plants. She is contacting everyone who donated last year.
 - iii) Ayer Community Garden will be invited again.
 - iv) Mary will help with PR, will contact native plant enthusiasts.
 - v) Subcommittee: Carol, Elaine, Liz (LS will help get the publicity out.) They will decide on a plan and meeting schedule. They'll address questions Mary brought up such as what will intake look like, how will items be priced, who will make signs, will we have a supply/equipment swap, what happens at the end of the sale with any leftover items
- c) Book reselling
- i) Easy but slightly time-consuming. Also time-sensitive because of fluctuating prices that are offered. Have opted for free (aka slow) shipping.
 - ii) Have received \$35.22 so far from sales to Powell's and Sellbackyourbooks.com. Payment is deposited into Friends Paypal account. Another payment of \$13.79 should be deposited soon.
 - iii) Board approved increasing price of twice-ish yearly sale bags from \$1 to \$3.
- d) Museum passes
- i) Current passes are paid for from library's materials budget.
 - ii) Friends decided to fund Animal Adventures (\$250), Patriots Hall of Fame (\$100), Orchard House (\$150), Merrimack Rep (free). Laurie will find out if Sam or Liz should place orders.
 - iii) Library will decide what they want to order of those that are left.
- e) Author talks: tabled
- f) Questions from Mary
- i) Can Sam staff local history room once a month in the run-up to the Ayer 150th?
 - ii) What's happening with adult programming due to Nancy's retirement? New staff member is starting to plan 2020 programs.
 - iii) The library book club that Autumn coordinates is going well. About 9 people attended the January (A Christmas Carol) program. She's very happy with the group.
- 5) Library Board of Trustees
- a) We decided not to appoint a liaison to the Trustees in favor of trying to receive meeting minutes or agendas. Tim will look into.
- 6) Library director and staff report
- a) Holiday party was a bit less-well attended this year, probably due to numerous other activities being held.
 - b) New website is in progress. The staff welcomes comments and some were received by Friends in attendance.
 - c) The Children's staff is working on summer reading program: Fairy Tales, Fantasies and Folklore. A ton of activities are planned.

- d) Some of the adult programs that are in the works include birds of the New England swamp, homebrew, edible landscaping, beecology, Walt Whitman, Johnny Cash songs and stories
 - e) July 23rd Overdrive (ebook vendor) digital bookmobile will be onsite
 - f) East Main Street will be repaved from the bridge to the Ayer rock sign this summer. Library staff and DPW will work together to reduce as much as possible the amount of disruption to the parking lot.
- 7) Ellen is working on the spring issue of the Friends newsletter. Intending to issue after next meeting.
- 8) The meeting adjourned at 7:50pm.

Action Items

Laurie will coordinate the membership campaign for Jan, April and October.

Carol, Elaine, Liz: Garden sale committee will start making plans.

Laurie will find out if Sam or Liz should place orders for new museum passes.