

Friends of the Ayer Library Executive Board Meeting
April 21, 2021
Minutes

Attending

Friends Board: Liz Nonis, Laurie Sabol, Elaine Sullivan

Library Staff: Samantha Benoit, Tim Silva, Christina Zoller

Guests: Ellen FitzPatrick, Cyndi Lavin, Irv Rockwood

- 1) Minutes of January 2021 meeting approved
- 2) Treasurer's reports (see attached documents)
 - a) FY21 3rd Q Friends Balance Sheet includes income and expenses incurred by the Friends during the quarter.
 - b) FY21 3rd Q Friends Income Report includes fees, donations and memberships collected by the library for the Friends. There is some overlap between the two documents.
 - c) IRS Form 990 has been completed online. Form 990EZ is currently delayed due to CPA's illness.
- 3) Programs and projects
 - a) Old business
 - i) Letter to Santa/Frosty
 - (1) Reviewed a likely process.
 - (2) We'll look into a North Pole postmark.
 - (3) Project will be inclusive of all religious practices taking place during this time of year.
 - (4) Elaine volunteered to do some factfinding including the Post Office, Action Unlimited, Littleton Library.
 - (5) Laurie volunteered to help coordinate the publicity and the letters.
 - (6) At July meeting we'll finalize the plan.
 - ii) Tote bags
 - (1) 75 new tote bags are at the library
 - (2) We'll promote the bags as "Suggested donations (\$10)" rather than outright sales to avoid sales tax issues
 - (3) Idea for board members to possibly staff a table at the shed to promote Friends membership and tote bags.
 - (4) Campaign will jointly promote Friends membership and acknowledge the library's reopening. Elaine and Laurie will continue to work on this.
 - All *new* members will receive a free tote bag.
 - New members who join for 2 years will receive a free tote bag and 5 free books from the book sale room.
 - All *current* members will receive a free tote bag as long as they claim it within a month after the library reopens. We can be flexible here.
 - If current members renew when the campaign begins, they receive a free tote bag and 5 free books if they claim them within a month after the book sale room reopens.
 - We'll provide a list to library staff for those that should receive tote bag/free books.
 - iii) Museum pass renewal
 - (1) Board voted to renew Patriots HOF and Animal Adventures.
 - (2) Sam will look into other passes.
 - iv) Amended bylaws
 - (1) Voted to approve Article III, section 4 and article VI, section 2.

- (2) Proposed wording for the membership year change (article III, section 3) is included in the bylaws. Vote will take place at the July meeting.
- b) New business
- i) The local Rotary club is having a partnership with nonprofits to help them sell Ducky Wucky tickets. Each duck is \$5 and the nonprofit will get \$3 for every duck they sell. Liz will follow up to identify the process.
 - ii) Library advocacy letters and other activities mblc.state.ma.us/about-us/legislative-agenda.php Tabled to July meeting
- 4) Library Board of Trustees report
- a) Recordings of Trustees meetings can be found by going to <https://ayer.vod.castus.tv/vod> and searching for trustees.
- 5) Library director and staff report
- a) From Tim: Town put together a reopening plan for Town Hall business, rolled out in mid-April. Staff are starting to get vaccinated. Staff will then start working together as a group for a few weeks. Then patrons will start being allowed in to use computers. May be able to start opening at the beginning of July. Nashoba Board of Health is advising. From Sam: staff wants the library to be in the best shape it's ever been when it opens regarding collection development and maintenance
 - b) Why is a strategic plan being conducted now?
 - i) There hasn't been one since the mid 90s. MBLC likes libraries to do one every 5 years, allows libraries to be eligible for additional grant funding.
 - ii) Tim will set up a time for the Friends board to go through a strategic planning exercise.
 - iii) Community survey will launch in May, will be available in paper and online.
 - c) Book truck sales outside
 - i) Staff is agreeable
- 6) Main Street construction project is ongoing for and will affect parking lot access for several months.
- a) Book sale room: Laurie Sabol is going back in early May.
- 7) Next meeting is July 21, 2021
- 8) Adjournment 7:30pm

Action Items

Laurie Sabol

- help on Letter to Santa project

Liz Nonis

- contact Phil Goff and/or Becky Campaner about Ayer-Shirley Rotary Ducky Wucky fundraiser

Elaine Sullivan

- do fact-finding for Letter to Santa project

Elaine and Laurie

- finalize plans for tote bags and membership year change

Samantha Benoit

- look into any additional museum passes that the library might want the Friends to buy