

Friends of the Ayer Library Executive Board Meeting Minutes  
July 21, 2021 5:30-8:00pm

Attending

*Friends:* Carol Horgan, Liz Nonis, Laurie Sabol

*Library staff:* Samantha Benoit, Tim Silva

*Guests:* Ellen FitzPatrick; Ginette Brockway, Sara Callahan, JulieAnn Govang (Ayer Cultural Council)

- 1) Approval of minutes of previous meeting
  - a) Completed
- 2) President's report
  - a) Thanks to the library staff for their dedication during the pandemic.
- 3) Treasurer's report
  - a) Quarterly library report
    - i) \$17,863 = beginning balance
    - ii) \$13.18 donations
    - iii) \$60.75 book sale income
    - iv) \$135.00 overdues and lost items
    - v) \$83.00 copies
    - vi) \$57 faxes
    - vii) \$98.00 petty cash
    - viii) \$17,363 = ending balance
      - (1) Laurie Sabol will put these docs on Google Drive. DONE
  - b) Form 990EZ is on hold due to health concerns on the part of our accountant. We received an extension through November.
- 4) Programs and projects
  - a) Old business
    - i) Letter to Santa project
      - (1) Nov 22 start promotion
      - (2) Chanukah starts 11/28. What to do?
      - (3) Dec 3 deadline
      - (4) Dec 17 letters in the mail
      - (5) Discussion of North Pole stamp cancellation. NOTE: On further research it is not clear if the USPS still provides this service. Even if they do, it looks like it would negatively impact our project schedule.
      - (6) \$10 per child, 2+ kids \$8 each. Can pay with check or cash at the library, PayPal.
    - ii) Tote bags project for discussion
      - (1) Current Friends will be encouraged to come by the library to pick up a free tote bag and to rejoin now to receive free materials from the book sale room.
      - (2) A separate campaign will be developed with the help of Christina Zoller to encourage new members: IN PROCESS
      - (3) We'll provide a list to staff for those that should receive tote bag/free books.
      - (4) Anyone who joins or renews will be placed on the new membership year.
      - (5) People who responded with interest on the community survey will get Campaign #2 and a copy of the most recent Friends newsletter and some additional content.
      - (6) To think about: the future of the Friends bookmarks
      - (7) We'll wait to advertise general tote bag sales until we see how many current members claim theirs and how many new people join.
    - iii) Membership year change bylaw wording

- (1) Section 3: Membership Year. ~~The membership year shall be the calendar year.~~  
Membership shall be one year from the time a member joins or renews.
- (2) Vote carried
- (3) New version will be added to Drive. DONE
- (4) Tim will add bylaws to website.
- iv) Restarting online book selling
  - (1) An FYI that Laurie has restarted online book selling. All proceeds will be deposited in our PayPal account and transferred monthly to our MSB account.
- v) Book delivery to Nashoba Park, other locations
  - (1) Samantha noted that Nashoba Park is interested in restarting Books on Wheels. Program will restart in September and will be publicized widely.
- vi) Participation in Ayer-Shirley Rotary Ducky Wucky fundraiser
  - (1) Liz talked to Joan Pena, from the A-S Rotary. She is happy to have the Friends take part.
- vii) Museum passes that the Friends might fund
  - (1) Samantha bought a new pass for the American Heritage museum in Hudson. [americanheritagemuseum.org](http://americanheritagemuseum.org)
  - (2) Some museums are not currently accepting passes because of Covid financial losses.
  - (3) Laurie Sabol will send the spreadsheet to Sam that we developed a few years ago. DONE
  - (4) Library staff does periodic advertising for the museum passes
- viii) Friends help from library staff
  - (1) Website updates
    - (a) Tim will take over editing the Friends portion of the library website for now.
  - (2) book sale room payment QR. Laurie Sabol will send to Sam. DONE
  - (3) library FB postings: Laurie Sabol will send screenshot to Sam DONE
- b) New business
  - i) Library advocacy letters and other activities
    - (1) Laurie Sabol will begin outreach.
  - ii) Fall book sale
    - (1) Ayer Cultural Council members joined us to discuss a holiday book/craft sale to be held at Town Hall. Agreed on Nov 6, 2021, 12-5pm to hold the fair.
    - (2) Craft vendors will be charged a small fee to promote accountability
  - iii) Funding a reading specialist for a local literacy program
    - (1) Library has had increase in people who need literacy help.
    - (2) The group agreed to ask Elaine to reach out to Literacy Volunteers of Montachusett.
  - iv) Reimbursement for library activities, book sale, Sibley program, others
    - (1) Should Friends get a discount for the Sibley program (\$30)? Students/seniors \$25
    - (2) How do we fund the books that he will sign, by consignment? How do we deal with the risk that books won't sell?
- 5) Library Board of Trustees report
  - a) No report
- 6) Library director and staff report
  - a) Keith Ugles will take the circulation position vacated by Thomas
  - b) Heidi Flynn has been hired for the other open circulation position
  - c) Still working on ceiling damage in reading room
  - d) Library was without phones for a week
  - e) Rain has damaged the roof
  - f) Strategic plan
    - i) Data gathering done
    - ii) Will start drafting goals and objectives
- 7) Adjournment

## Action Items

1. Letter to Santa
  - a. Elaine and Laurie will do outreach, distribute forms in print at library, in PDF and online form on library website, Facebook
  - b. Elaine will finalize form
  - c. Laurie will secure envelopes and stationary
  
2. Tote bags/membership year
  - a. Tote bags will be \$10 "suggested donation"
  - b. Laurie will contact current Friends and will give info to library staff including membership list.
  - c. Elaine will take over membership list maintenance.
  
3. Help with Friends portion of the Library website
  - a. Tim will take over editing the Friends portion of the library website for now.
  
4. Library advocacy: Laurie Sabol will gather websites and other info and will publicize (email, FB, Friends newsletter)
  - a. Find a current Friend to coordinate
  - b. What are the issues? ID listservs to get advocacy notices.
  
5. Funding a reading specialist for a local literacy program
  - a. Library has had increase in people who need literacy help.
  - b. The group agreed to ask Elaine to reach out to Literacy Volunteers of Montachusett.
  
6. Holiday Book/Craft Fair
  - a. Look into providing tables from fire dept, DPW, etc
  - b. JulieAnn will help with graphic design
  - c. Laurie Sabol will complete town hall use form.