

FRIENDS OF THE PALO ALTO LIBRARY
BOARD OF DIRECTORS MEETING
Nov 13, 2013

The meeting was called to order at 9:03 AM by President Peter Dehlinger in the FOPAL Annex.

1. Roll Call

Present: Tom Clark, Nancy Cohen, Peter Dehlinger, Gretchen Emmons, Charlotte Epstein, Ann Justice, Frank McConnell, Jim Schmidt, Martha Schmidt, Steven Staiger, Ed Walker, Tisa Abshire Walker, Tom Wyman

Absent: Gerry Masteller, Gene O'Sullivan, Camille Sarrant

Guests: Verna Graham, Janette Herceg, Nigel Jones, Bob Moss, Monique le Conge, and Karen Neier.

2. Agenda Approval

The agenda was approved with the addition of an LAC report after the Library Director's report.

3. Minutes of October meeting

The October minutes were approved as presented.

4. Library Director's Report - Monique le Conge

Monique reported that Flintco, the contractor for Mitchell Park will be receiving a letter later today enumerating the 14 items that need to be addressed before the library staff can move in by November 30. If the items are not completed on schedule, the city council will consider them in default. Default would result in terminating Flintco as the contractor and hiring a new contractor. Monique toured the building last Friday with city officials. Some items are done and some are not done.

Link+ was stopped in anticipation of the new Mitchell Park opening soon but due to the delay the library is looking into restarting Link+ at another branch. There is no room anymore at temporary Mitchell Park.

Monique praised the library staff for managing well with their limited works spaces and how creative they have been in response to these limitations.

The construction of Main is on schedule.

Eric Howard will start next week as the new assistant director. He comes from Queens Public Library in NY with a background in marketing and PR in DC.

Database use at the library has gone up significantly. Recently there was a presentation to 4th graders on how to do research on California Missions using databases to find material

On Dec 10 the Policy and Services Committee will meet to discuss the renaming of Main Library.

5. LAC - BOB MOSS

There are now 5 commissioners who meet every 2 to 3 months. The LAC toured Mitchell Park in late August. The new library will provide services that people don't know they need. The library needs to be in use before there is an understanding of how people use the new library and then there can be discussion of what changes might be needed.

Last week the city council met and thanked the LAC for their work.

PA has more books and more visits per square foot than Mountain View or Menlo Park.

There was a question from the board regarding the LAC position on renaming Main Library. Bob replied that the LAC had recommended Rinconada which the council has voted down.

There was question from the board to Monique. If temporary Mitchell Park is working, does PA need a new large building? Monique remarked that temporary Mitchell is too small to provide programs, there are complaints about computers,

and there are limited offerings. Downtown is used in a different way after remodeling so we should expect the same with the new Mitchell Park.

5. President's Report

The annual appeal letters went out at the end of October. Ed noted that the response so far has been \$1495. The final response has usually been around \$6-8 thousand but this may not be achieved until June or July. Our appeal was followed the next week by a mailing from the Library Foundation which may have an effect on our donations.

Peter has been responsible for the Foreword for the last couple of years. He is asking for stories and contributors as the Foreword was previously a three person operation but now he is the only writer.

There was a suggestion that Peter could make a request for story ideas at the Friday lunch or the Tuesday after sale meeting.

The next Foreword likely will come out in February. There was a comment that we should make copies available at the libraries and our volunteer areas such as the Sorting Room.

There was a question for Nigel about whether corporate sponsors would find value in a story about how FOPAL creates a community between donors and sales and the value of this for the greater community. Tom Clark has a list of corporations who have donated books which might be a start for finding corporate sponsors. There was a remark from the board that before we embark on corporate fund raising that we should have a complete list of the amounts that FOPAL has contributed to library programs. Ed has these records from 2004.

There was a suggestion to seek a matching sponsor for our next annual appeal.

6. Reports of officers/committees

6.1 Treasurer-Ed Walker

October sales were down \$9000 from our record September month of \$35,000. Book sales for November were \$23,605.60 and other income was \$3,215.09 for a total gross income of \$26,820.69. Book sale expense was \$17,969.20 leaving a net book sale income of \$5636.40. Expenses were slightly up this month with the cost of printing and postage for the annual appeal and the Foreword.

Nigel suggested using the Foundation Center in San Francisco to help develop a list of possible donors whose values align with ours. For example, we could develop a list of those who have provided for children's education and contact them.

6.2 Book Sale-Nancy Cohen/Janette Herceg:

The Book Sale Committee considered the 12 book limit and how to enforce that rule which people have been ignoring. The committee decided to change the size of the bag that will be allowed in the Main Room for the first hour. The limit is now a bag that is no larger than the FOPAL green book bags. Verne Rice wrote a 12 book limit piece for the book sales newsletter and new signs were posted. The Main Room at the November sale seemed much calmer. There was a question from the board as to whether the limit is necessary. Janette replied that otherwise people hoard books and intimidate other customers.

The committee is working to have maps of the rooms online so people can study these before the sale. This is especially important for the Main Room.

It was decided that dogs will not be allowed into the rooms unless the dogs are wearing service vests.

Bob Schwaar has agreed to provide feedback to section managers when books are listed for HV if Bob has documentation with the section manager's name. He will put the documentation for the book with the price it has been listed for in the book for the section.

The safety discussions concerned banning flammable liquids from being stored in the Main Room, providing information of how to lift boxes safely, and hosting a fire extinguisher demo by the fire department.

A group working in HV will be taking a field trip in a few weeks to the San Francisco Friends to look at their HV inventory process.

7.0 Other Business

Nigel reported on his analysis of the sales receipt books for the last four months. There was an average of 745 invoices in the Main Room with an average sale of \$14 per invoice. We can increase our income by having more people make purchases and by increasing the income of each sale. Nancy said that we are encouraging section managers to price closer to 50% of the Amazon price.

Saturday and Sunday averages per invoice are not significantly different though the total sales amounts are very different. Sunday sales are significantly lower than Saturday sales.

8.0 Adjournment - 10:57

The meeting was adjourned at 10:57 AM.

Respectfully submitted,

Charlotte Epstein
Secretary