

FRIENDS OF THE PALO ALTO LIBRARY  
BOARD OF DIRECTORS ANNUAL RETREAT

DATE: Jan 8, 2014

Nancy Cohen's home, 698 Maybell, Palo Alto

The meeting was called to order at 9:06 AM.

1. Roll Call

Present: Tom Clark, Nancy Cohen, Peter Dehlinger, Gretchen Emmons, Charlotte Epstein, Verna Graham, Nigel Jones, Ann Justice, Gerry Masteller, Frank McConnell, Karen Neier, Jim Schmidt, Martha Schmidt, Camille Sarrant, Steven Staiger, Ed Walker, Tom Wyman

Absent: None

Guests: None

2. Agenda Approval

The agenda was approved as presented.

3. Minutes from December board meeting

The December minutes were approved as presented.

4. Treasurer's Report - Ed and Karen

Total book sales income for December was \$29,932.66. Total book sale expenses were \$15,297.16 leaving a net book sale income of \$14,635.50. Total other income was \$4,848.75 and other expenses were \$0 for a net total income without grants of \$19,484.50.

Fiscal year-to-date total book sales income was \$166,867.27. Total book sale expenses were \$99,782.66 leaving a net year-to-date book sale income of \$67,084.61. Total other income was \$21,449.48 and total other expenses were \$0 for a net total YTD income without grants of \$88,533.99.

With respect to the 2013-2014 budget, total book sale income is \$9,618 over budget and total book sales expenses are \$3,138 over budget for a net book sale income of \$6,480 over budget.

5. Book Sale Report - Nancy Cohen

Janette recently reported to the Book Sale Committee on her activities in 2013. She recruited 34 new adult volunteers and 32 new students in addition to numerous sale day volunteers. Work on the Bargain Room was completed. The Children's Room now has a Lookup Gang for

high value books. October was Safety Month which included a fire extinguisher demonstration by the fire department. She advocated for a FOPAL store at Mitchell Park but the architects have only provided a 10 x 10 ft. space with no door.

#### 6. President's Report:

The rest of the annual retreat will be used for discussion of the five areas of focus for 2014. The board will divide into working groups and then report back to the rest of the board before we break for adjournment and lunch.

In December Peter identified 5 areas for improving revenue

- increasing monthly book sale revenue
- high value books
- monitoring and controlling costs
- membership, website, publicity, and Foreword,
- mission statement and corporate sponsorship,

There was a suggestion that Peter have a conversation with the President of PALF with regard to their future plans before we go to corporate sponsors so we don't step on PALF activities.

There was a concern that we are not pushing to get donations and that donations are smaller than in previous years. We should work toward getting more corporate libraries. We are aware that with the move to ebooks there might be a time when our book sales will no longer be practical but in the meantime we should do our best to raise money.

Peter wants each group to develop a business plan in the style of Nancy's HV presentation. Book Sales and HV will be combined for these working groups.

The board broke into individual groups and after an hour each group reported on their discussions. A complete report from each group will be sent on to Peter.

The meeting was adjourned at 12PM.

Respectfully submitted,

Charlotte Epstein  
Secretary