

FOPAL After-Sale Meeting Minutes

February 11, 2014

10:00 am Main Room

Moderator: Janette Herceg

Recorder: Doug Graham (A lot of phrasing in these minutes has been copied directly from Janette's agenda)

In Attendance: Althea Anderson, John Burt, Nancy Cohen, Karen Dal Colletto, Charlotte Epstein, Doug Graham, Janette Herceg, Lynn Hum, Nigel Jones, Marian Knox, Suzanne Little, Karen Neier, Verne Rice, Bob Schwaar, Georgia Schwarr, Judy Wagstrom, Ed Walker, Tisa Walker, Scottie Zimmerman.

1. CALL TO ORDER: Janette Herceg called the meeting to order at about 10:05 am.

2. SALES RESULTS: Karen Neier gave the Sale Report. Overall, sales were up 5% over last month (\$17,210 vs. \$16,439). See the sales summary tables, copied below, for the daily details and December actuals.

The Sales Report lines for "Green Bags" will be removed, as we are not keeping track of these sales separate from books - the revenue is included in the "room" totals.

Bob Schwaar reported that high-value book sales have totaled \$8,400 in the past 30 days; 309 books at an average price of \$27.

SALE SUMMARY: February

Sale numbers from as of 2/11/2014
Karen Neier

Category	SAT Sales \$	SUN Sales \$	2-Day Total \$
Main Room	\$8,165	\$1,976	\$10,141
Outside	\$0	\$0	\$0
Ephemera	\$338	\$99	\$437
Main Room PLUS (M+O+E)	\$8,503	\$2,075	\$10,578
Children's	\$3,348	\$642	\$3,990
Bargain	\$1,684	\$958	\$2,642
Children's Vintage Books	\$0	\$0	\$0

Other (Green Bags)	\$0	\$0	\$0
Sale Totals	\$13,535	\$3,675	\$17,210
Volunteers		\$0	
Amazon (to date)		\$3,693	
Downtown Library		\$52	
Other (PBA)		\$0	
\$20,955		Month Total (to date)	
\$25,000		Probable Month Total	

SALE SUMMARY:

January

Sale numbers from as of
Karen Neier

2/11/2014

Category	SAT Sales \$	SUN Sales \$	2-Day Total \$
Main Room	\$7,587	\$1,936	\$9,523
Outside	\$494	\$20	\$514
Ephemera	\$321	\$55	\$376
Main Room PLUS (M+O+E)	\$8,402	\$2,011	\$10,413
Children's	\$2,991	\$604	\$3,595
Bargain	\$1,726	\$705	\$2,431
Children's Vintage Books	\$0	\$0	\$0
Other (Green Bags)	\$0	\$0	\$0
Sale Totals	\$13,119	\$3,320	\$16,439
Volunteers		\$901	
Amazon		\$7,191	
Downtown Library		\$103	

Other (PBA)

\$0

\$24,634

Actual Month Total

3. SALE PROBLEMS AND EVALUATION:

a. Two customers complained about the new smaller bag rule and about having to overhear a floor manager enforcing the rules in vigorous discussions with other customers who were refusing to comply. They said they had never heard this type of enquiry before found overhearing it “off-putting”. They asked if the “book sale police” could talk more quietly. Three or four other customers thanked us for helping to keep the piles of books on the floor smaller or having them removed. The policy will continue to be enforced - some people won’t listen unless you yell at them.

b. One customer loudly complained that the prices were too high and that we are greedy and gouging poor people (the specific books that she refused to buy all sold at our asking prices on Sunday). This customer also complained that the tech industry is evil and that she had had to move four times to get away from the cell phone towers that were poisoning her. (No evaluation was required on this problem.)

c. Large format books sold well: 42% (mostly one buyer).

4. WEATHER AND COMPETITION

There was a general consensus that neither the weather (rain) nor the competition (Sales in Mountain View and Los Altos) seemed to hurt our sales. Several people opined that the competition helped, by getting more customers out and buying.

5. NO "OUTSIDE" SALE

Because of the rain, all of the tents were used for ephemeral and the "tent sale" red carts were brought inside. A quick pricing technique was used by marking the top of the pages of these books to help the cashiers identify them

6. ELIGIBLE BUYER'S LIST

A revised Active Eligible Buyer's list was created. Also a new Tab Form was made that asks for the tab user's name, phone number and date. All the info was filled in by the customers. Cashiers were asked to be sure to get phone numbers from tab users. This worked well.

7. CHILDREN'S ROOM:

The cashiers ran out of \$5 bills for making change. Camille will be asked to modify the un-allocated cash box with \$5 bills, not just the \$1 bills.

5. BARGAIN ROOM:

Very busy but fewer books this month. We sold lots of green bags again this month. The shelves looked picked over on Sunday.

Cashiers had some questions on pricing;

- a. There were questions on how to handle sets. In general, we should be charging for each item. However, depending upon the specific items, a set could be offered for a lower price than the total of the individual items.
- b. For the Children's section, soft-covered items with few pages will be considered "ephemera" (10 cents each) if saddle-stitched but "books" (50 cents each) if bound with a flat spine.
- c. Cashiers are to be reminded that the price for children's items was raised to 50 cents several months ago (some cashiers have continued to price at twenty-five cents).

The Saturday Morning shift will be started earlier (9:45am) to allow setup time. For the March sale it will be extended another half-hour (ending at Noon rather than 11:30). If this works out alright, those will be the hours from now on: 9:45 to 12:00.

6. CULLING:

Lots of boxes of books were held in Main Room for next month's sale. Section Managers please cull thoughtfully and maybe twice for the March sale. Consider culling after you see how many books come in...

7. SPECIAL SECTIONS:

Specials sold very well. We'll be keeping the un-sold soviet books for March, and will also have a Spring Holiday Special.

8. BUYER FOR THE DISCARDS?

We may have a buyer for the leftover books we currently give to St. Vincent de Paul - we will be negotiating.

9. COST-CUTTING PLANS

- a. We will be changing phone service to a lower-cost provider.
- b. Cleaning in the Children's Room may be cut from twice per week to once.

10. A COMPLIMENT

One-Brick volunteers complimented us for being well-organized and for utilizing them well when they are here. They appreciated having tasks ready and prepared for them. One asked how they could volunteer more regularly, because they loved cashiering Saturday am! There were ten "One Brickers" here

11. ADJOURNMENT: The meeting was adjourned early at about 10:40 am.