

Friends of the Roseville Public Library

Annual Meeting

June 8, 2020

Via Google Hangout, due to COVID-19

1.) Meeting facilitator: Matt Bridge, president

Some tech issues with folks unable to click the link attached with the invite

The meeting was called to order at 5:11

2.) Attending: Matt Bridge, Dave & Teri, Karen Holt, Rachael Prouse, Kelsey Short, Jessica Turner, Melisa Roden, Sarah Sheefel, Joan Goff, Kathy Barsotti, Ali Goff, Henri & Oliver, Jeff Nereson, Marsha Lucas, Suzanne Sheets

3.) June volunteer hours:

4.) Approval of minutes from 2019 Annual Meeting

a) Emailed vote. Passed unanimously.

5.) Presentation by Board of Directors on status of the Friends of the Library: Matt Bridge

a.) Presentation of the 2019-2020 Board of Directors:

Matt Bridge - president, Melisa Roden - vice president, Marsha Lucas - treasurer, Suzanne Sheets - secretary, Norah Leddy, Jessica Turner, Sherrie Linville-Young, Kelsey Short, Natasha Casteel - city librarian, Nicole Khudyakov - teen

b.) Accomplishments: FOL was having a positive year until COVID-19 closed libraries, suspended all events and book sales.

i.) FOL Facebook followers increased 33%

ii.) FOL Instagram followers up 70%

iii.) book sales were way up 17% versus the budget, and 38% from the previous year before COVID-19 closed all sales

iv.) raised funds for several new programs including: VOX Books, 3rd Grade Initiative outreach to local schools, Kanopy Streaming Platform free with library card, Brainfuse online tutoring service, NewsBank

v.) though we didn't raise the full amount needed, the Holiday Giving Drive raised \$4400 towards our campaign to serve the Core neighborhoods

vi.) Friends Helping Friends support program for sponsors

c.) Challenges: the biggest challenge this year was COVID-19

i.) building member / donor network related to fatigue in the public / limit of outreach due to COVID

ii.) recovery from COVID-19 impact

iii.) continuing our effort to make our message stand out among all the other nonprofits in the area

iv.) building corporate relationships

6.) Presentation by Roseville Public Library on the Roseville Public Library: Rachael Prouse

a.) numbers off due to COVID, but were on track to do well

- i.) Since July: 845,000 items in circulation
- ii.) 6,215 library card holders, 700 new registrations online since COVID
- iii.) July-March 310,000 visitors to library
- iv) 24,000 reference questions
- v.) Public computer sessions 36,000 July- March
- vi.) 19,700 library program attendees
- vii.) huge increase in Ebook usage: 10,900 in Feb to 17,500 in April!

b.) Accomplishments:

- i.) 3rd grade initiative served all school districts in Roseville and private / charter schools, adding 145 new 3rd grade initiative cards (maybe more due to family members singing up too)
- ii.) Tule Lake Exhibit
- iii.) STEAM grant for Adventure Club partnership,
- iv.) learning how to work through the COVID-19 challenges by initiating sidewalk pick-up. Lots of customer appreciation. 12:00 - 4:00 Tues - Saturday is very busy.
- v.) Summer Reading Program is all online now! Beanstack is the app / website to keep track of reading, books give-aways, raffle prizes, badges online given for participation in activities

7.) Presentation on facilities / staff members safety : Jeff Nearson

a.) City of Roseville had to figure out how to provide service to residents during COVID-19

- i.) library patrons can now place books on hold, call in upon arrival in the parking lot, library staff brings books out to a table for curbside pick up to maintain social distance.
- ii.) following CDC guidelines
- iii.) all staff sanitizing at arrival, throughout the day, and cleaning areas at the end of day
- iv.) all staff required to wear masks provided by city
- v.) protocol developed to quarantine books for 72 hours. Staff is gowned, masked, gloved when they are bringing in books. Books are brought to designated quarantine rooms, dated, and left for 72 hours. Patrons are VERY appreciative.

7.) Financials 2019-2020 : Matt Bridge (please see attached slides for more specific financial details

- a.) Income: we have raised about half of our target, best projection is 42,300 income

b.) Mission Expenses: \$48,000 was the plan, best projection is \$15,631 expenses.
Waiting to write a check until library tells us an immediate need to avoid roll over into General Fund

- c.) Operations Admin Expenses: \$15,00 was budget, \$6,000 is best projection
- d.) Net Surplus: budget was \$8,500, it looks like we have \$17,179 but this will change
- e.) Income vs. Expenses: COVID had a large impact on both
- f.) Endowment Fund: with Placer Community Foundation. \$55,187 end of March balance due to stock market drop. We want to continue to build the endowment up for FOL.
- g.) State of the Organization: strong financial health, strong volunteer force, strong operations prior to COVID-19

8.) Goals for 2020-2021

- a.) Organization: fill open board member positions, cultivate leadership, stewardship, corporate fundraising, document processes, orientation training
- b.) expanding donation options and outreach channels
- c.) figure out how to reopen book sales, safety of volunteers post COVID-19

9.) Volunteers

- a.) lots of volunteer opportunities! Before COVID-19, 1800 hours of volunteer hours were banked!
- b.) Matt played a short slide-show that Melisa made to thank all of the FOL volunteers, it will be sent out to all volunteers since we cannot thank them in person
- c.) Tequila Mockingbird has been postponed until next summer, the committee had a lot of energy and new ideas! Big goals for next Tequila Mockingbird.

7.) Election of Officers for 2020-2021

- a.) Board of Directors for 2020-2021: Matt, Norah, Marsha, Melisa, Sherrie, Jessica, Kelsey, Natasha, Teen TBD
- b.) BIG THANK YOU to Suzanne Sheets, for her years of service to the FOL! Suzanne was a wonderful secretary and dedicated volunteer.
- c.) Election of officers: President - Matt Bridge (this is Matt's last year as an officer), Vice President - Melisa Roden, Secretary - Norah Leddy, Treasurer - Marsha Lucas

8.) In memory of Jane Corbet

- a.) an original board member with Martha Riley
- b.) memorial plans are on hold due to COVID, but we will let members know
- c.) the family is trying to put together a book drive in her memory

9.) Stay at Home Trivia Night: Round Two

- a.) worked with the Chamber, for their happy hour
- b.) via ZOOM
- c.) Harry Potter Trivia will likely be an online ZOOM

- 10.) Roseville FOL Merch at cottonbureau.com
 - a.) tshirts, tanks, sweatshirts
 - b.) \$5 from every sale goes to FOL
 - c.) so far about \$85 in sales, no cost to us up front

- 11.) Donate Now Online on our website
 - a.) can set up recurring donation

- 12.) Thank you to Corporate Sponsors!
 - a.) please see attached slides

- 13.) Open questions / comments
 - a.) Kathy Barsotti thanked everyone for flexibility through this time, noting that going forward our partnership will be very important
 - b.) Dave asked when sales will reopen. Matt Bridge stated that the library must be open first, then guidelines on how to keep volunteers and patrons safe. Teri asked if July book sale is cancelled. Matt answered yes. Jeff Nereson said that they are planning what the next phase of reopening will look like and how FOL will play a role in the reopening; he will keep us posted!
 - c.) Melisa Roden asked about the possibility of doing a book sale outside, maybe from the downtown book sorting room straight into the parking lot, or the Maidu volunteer area to the lawn. Joan Goff thought that sales outside in good weather would be a good idea, but mentioned that book donations have dropped off dramatically.

- 8.) Adjournment
 - a.) Joan Goff made a motion to adjourn. Melisa Roden seconded the motion. The motion passed with a unanimous hand vote. Meeting adjourned at 6:01 pm. Recording of the Google Hangout meeting will be available to all who were not able to attend.

Annual Meeting 2020

June 8th, 2020
Quarantine Edition



Agenda



Meeting Agenda:

1. Approve minutes from 2019 Annual Meeting
 2. Presentation by Board of Directors on status Friends of the Library
 3. Presentation by Roseville Public Library on the Roseville Public Library
 4. Election of Officers for 2020-2021
 5. Adjourn
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2019-2020 Board of Directors



Matthew Bridge, President	Sherrie Linville-Young
Melisa Roden, Vice President	Natasha Casteel (City Librarian)
Marsha Lucas, Treasurer	Nicole Khudyakov (Teen)
Suzanne Sheetz, Secretary	
Norah Leddy	
Jessica Turner	
Kelsey Short	

Accomplishments



- ✓ Facebook reach up 33% (952 followers)
 - ✓ Instagram up 70% (592 followers)
 - ✓ Used Book Revenue up 17% vs budget and 38% YOY before COVID-19
 - ✓ Helped fund several new programs with the Roseville Public Library
 - ✓ Holiday Giving Campaign raised \$4440 for outreach programs to Roseville's underserved neighborhoods
 - ✓ Donated \$400+ Sponsors during FriendsHelpingFriends campaign
-



3rd Grade Initiative:

Introducing our young students to the power of the public library!



kanopy

Roseville Public Library - (CA)

Find a different library →

Get free access to thousands of movies with your library card

Simply add your Roseville Public Library card number and PIN or password

ADD LIBRARY CARD





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THE SACRAMENTO BEE 

San Francisco Chronicle



Roseville & Granite Bay
PRESS TRIBUNE

And many more!



Challenges



Building our member and donor network



Recovery from COVID-19 Impact



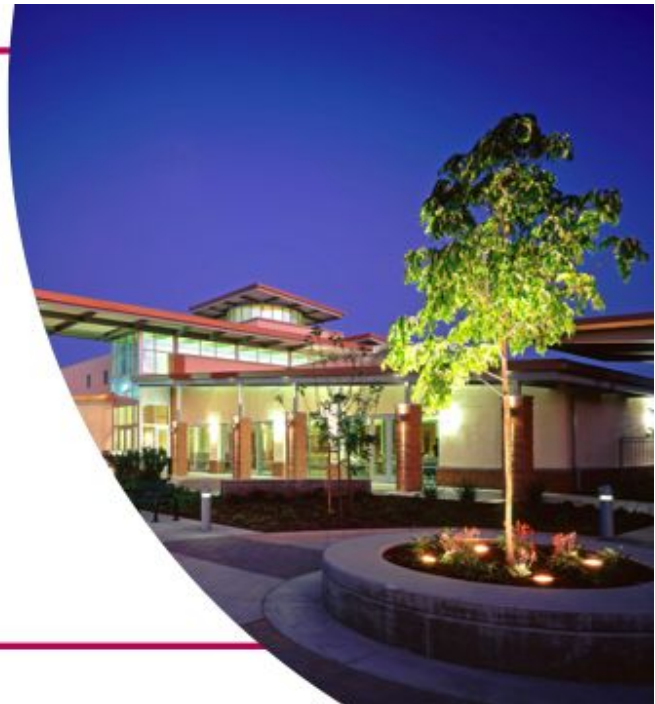
Being heard through the noise



Building corporate relationships

Library Update

Natasha Martin



Financials: 2019-2020 Income



	Budget	FYTD	FY Projections*
Operations (Books/Events)	\$47,500	\$25,589	\$28,000
Dues & Donations	\$12,500	\$10,373	\$12,500
Grants	\$10,000	\$0	\$0
Teen Fundraising	\$600	\$0	\$0
Investment Income	\$1,800	\$1,484	\$1,800
Total Income	\$72,400	\$37,446	\$42,300

*FY Projections assume limited to no book sales or event revenue through August due to impacts of COVID-19

Financials: 2019-2020 Mission Expenses



	Budget	FYTD	FY Projection*
Library Programs/Materials	\$47,000	\$15,186	\$15,186
Advocacy/Lobbying	\$500	\$445	\$445
Volunteer Appreciation	\$500	\$0	\$0
Total Mission Expenses	\$48,000	\$15,631	\$15,631

*FY Projections for library funding are uncertain at this time.

Financials: 2019-2020 Operations & Admin Expenses



	Budget	FYTD	FY Projection
Operations	\$6,500	\$798	\$1000
Outreach	\$5,000	\$967	\$1500
Teen Expenses	\$400	\$0	\$0
Admin	\$4,000	\$2,871	\$3,500
Total Ops/Admin Exp.	\$15,900	\$4,636	\$6,000

Financials: 2019-2020 Net Surplus

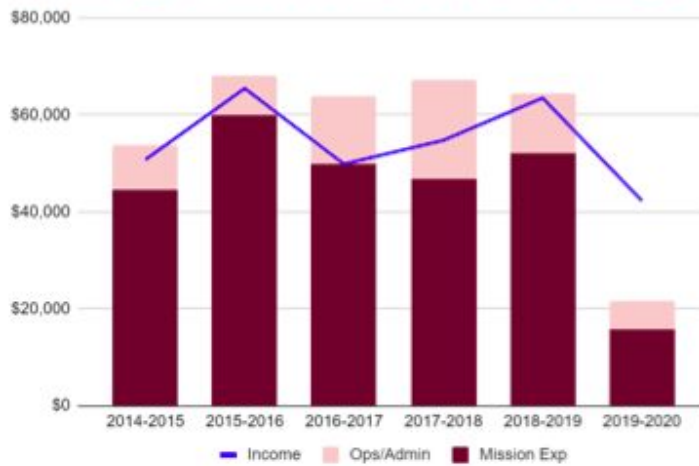


	Budget	FYTD	FY Projection*
Income	\$72,400	\$37,446	\$42,300
Mission Expenses	\$48,000	\$15,631	\$15,631
Operations/Admin Expenses	\$15,900	\$4,636	\$6,000
Net Surplus/Deficit	\$8,500	\$17,179	\$20,669
Reserve Drawdown/(Deposit)	(\$8,500)	(\$17,179)	(\$20,669)

*FY Projections subject to significant change

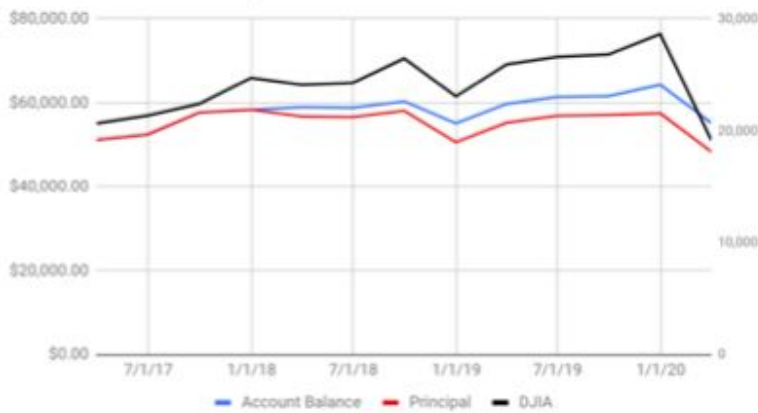


Financials: Income vs. Expense



Financials: Endowment Fund

Friends of the Library PCF Endowment



Balance as of 3/31:
\$55,187

Available Funds for
FOL:
\$6,817



State of the Organization



- ✓ Strong financial health
 - \$80k+ in reserves
 - \$34k in bank accounts
- ✓ Strong volunteer force, but need to develop succession planning and training of new leaders
- ✓ Operations strong prior to COVID-19. How soon will book sales and event income return to normal?

Goals for 2020-2021



- Organization:
 - ✓ Fill open board positions with emphasis on donor stewardship, leadership and corporate fundraising.
 - ✓ Document processes
 - ✓ Develop orientation training
 - Development & Operations:
 - ✓ Expand donation options and outreach channels
 - Return from COVID-19:
 - ✓ Safely re-start our used book operations
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Volunteers



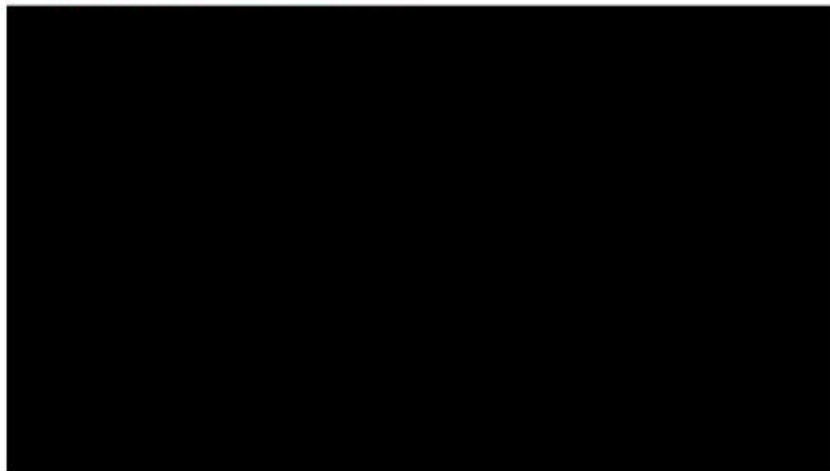
Volunteer with the **FRIENDS**

- Social Media
- Grant Writing
- Fundraising
- Accounting
- Photography/Videography
- Process Documentation
- Event Planning



Prior to COVID-19, volunteers had put in more than 1800 hours in six months!

Thank you, Volunteers!



2020-2021 Board of Directors



Matthew Bridge	Open Position #2
Norah Leddy	Open Position #3
Marsha Lucas	Open Position #4
Melisa Roden	Open Position #5
Sherrie Linville-Young	Open Position #6
Jessica Turner	Natasha Martin (City Librarian)
Kelsey Short	TBD(Teen)
Open Position #1	

2020-2021 Election of Officers



- President – Matthew Bridge
 - Vice President – Melisa Roden
 - Secretary – Norah Leddy
 - Treasurer – Marsha Lucas
-

In Memory of Jane Corbett



Jane was an original member of the Friends of the Roseville Public Library and served on the Board of Directors.

Memorial plans are on hold due to COVID-19.

STAY@HOME
trivia
NIGHT

FRIENDS of the ROSEVILLE PUBLIC LIBRARY
Roseville Area CHAMBER of COMMERCE
MEMBERS SUPPORTING MEMBERS

Kevin Hernandez

Round Two



Show off your love of the library!
Search "Roseville FOL" at cottonbureau.com

\$5 from every item benefits the Friends





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Make a Donation

Choose Your Donation Frequency

One Time

Monthly

Quarterly

Annually

Choose a Donation Level

\$25

\$50

\$100

\$250

\$500

\$1000

Select an amount.

Or enter your own amount.

\$ 100

Continue

Thank you to our Corporate Sponsors

PLATINUM MEMBERS



GOLD MEMBERS

Big Spoon Yogurt @ the Fountains
Denio's Farmers Market
Issiah's Mobile Auto Detailing
