



**Friends of Libraries Section/New York Library Association
Friends Meet-Up with the FLS Executive Board
Friday, August 2, 2019
East Greenbush Community Library
2:30 - 4:00 p.m.**

Friends of the Town of Chestertown Library¹

Linda Taverni, President
Carol Stegen, Co-Chair of Book Sales
Sharon Andrews, Co-Chair of Book Sales and
Friends Director

Friends of the Bethlehem Public Library²

Polly Hartman

**Friends of the Poughkeepsie Public Library
District, Inc.³**

Christine Cuttler, Treasurer

**Friends of the Kinderhook Memorial
Library³**

Bonnie Shannon, Vice-Chair
Mary Margaret Cronin, Member At Large
Louise Marks, Member At Large

Friends of the Sand Lake Library²

Sally Lawrence, Library Trustee
Patti Breen
Jill Rembetsky
Pat Wager

Friends of Clayville Library

Vince Sperrazza, Library Trustee

**Friends of the East Greenbush Community
Library²**

Jill Dugas Hughes, Library Director
Liz Reyner, President
Betty Bellino Giugno, Library Trustee
Dinah Farrington
Mari Harris, Library Trustee

Friends of the Argyle Library¹

Carol Kuhr, Friends Chair

Friends of the Waterford Library¹

Janet Danahy, Member At Large

**Friends of the Clifton Park – Halfmoon
Public Library¹**

Kathy Adam Browne, Friend Board (Outreach,
Author Events)
Wilma Jozwiak, Co-President
Sheila Morroni, Co-President

Friends of the Troy Public Library²

Judy Meyer

Upper Hudson Library System

Natalie Hurteau, Adult & Outreach Manager

Friends of Rensselaer Public Library²

Mary Lou Knox, Library Trustee

Welcome and Introductions: FLS President Lisa Wemett welcomed everyone and called the meet-up to order at 2:35 p.m. Lisa thanked everyone for coming and reflected that this gathering was the 5th annual meet-up with the FLS Board, with previous gatherings around the state, in Vestal (2015), Marcellus (2016), Clifton Park (2017), and DeWitt (2018). She thanked the Friends of the East Greenbush Community Library for hosting the meeting and providing refreshments. In total, twelve libraries representing four public library systems were in attendance along with ten members of the FLS Board.

The group made introductions around the table of the Friends organizations present and the FLS Board members told their backgrounds with Friends groups. Lisa recognized the participants from Sand Lake Library who had just held their organizational meeting the night before to establish the Friends of Sand Lake Library with fifteen community volunteers attending!

FLS Membership: Second Vice President Terry Mulee took the opportunity to talk about the New York Library Association, the Friends of Libraries Section, the benefits of membership,

how to join, etc. She had membership forms and distributed copies of the June newsletter "Friends News and Notes" which included detailed information about the FLS conference offerings this November in Saratoga Springs (November 13-16). Copies of NYLA's 2019 conference brochure were also available. Terry recognized Bonnie Shannon of the Friends of the Kinderhook Memorial Library as the 2018 recipient of the FLS Daniel W. Casey Library Advocacy Award and encouraged the participants to nominate individuals or groups for this annual award.

Topics Requested from RSVPs: Four main topics for discussion that were requested from the RSVPs were:

1. New fundraising ideas (excluding book sales)
2. Books Sales
3. Membership recruitment and promotion of Friends; specifically, strategies for recruitment of younger members to board positions
4. Community outreach, effective use of social media, and how to get more people to use the library

The participants were then invited to break into small discussion groups focusing on the topic that was of specific interest to them. Each group was then asked to choose the top three tips that they would like to share with the group. Thanks to our FLS Board members for facilitating the discussions; their report-outs are as follows:

Fund-raising ideas, facilitated by President Emeritus Randy Enos and FLS Treasurer Stephen Hoefer. The three tips the group shared were:

1. **Travel program** – day trips or even international. Work in partnership with travel organizations or companies and set a reasonable price for a motorcoach trip (\$50-60 per person).
2. **Cow patty** program (a.k.a. Cow BINGO) – may have most appeal in rural communities.
3. **Sipping/sampling event** – "A Taste of..." Partner with local restaurants, wineries and breweries. Include gift basket raffles or silent auctions to raise additional funds over just ticket sales. Select a scenic venue. Keep ticket prices in \$25 range.

Other fund-raising ideas the group discussed included **applying for grants** (sources might include your local utility company, the Town's programming budget, Stewarts, and Hannaford's); **annual appeal** to entire community; **recycling** efforts with local merchants; **"buy a brick"** campaigns; **raffles** (use donations of gift certificates, but also buy products from local businesses; library conferences often offer free books that can be incorporated into the baskets); **craft supplies sale**.

Book sales, facilitated by FLS Members At Large Pat Loughan and Terry Morris. The three tips the group shared were:

1. **Remainders** or "leftovers" from sales – Bag sales will clear out a fair amount of inventory. It really is acceptable to toss the remainders; recycle responsibly. Or consider using commercial concerns such as Better World Books to recycle them and possibly see some additional revenue from online sales.
2. Be aware that you **may have to collect and pay sales tax** when selling books online.
3. **Seek professional accounting advice** for any restrictions on this type of fundraiser. (**Editorial note**: the Friends may be required to collect and pay NYS state sales tax on retail sales to the general public. Each Friends group needs to analyze how it sells

materials. Generally speaking, the more frequent your book sales or if you have an ongoing sales corner or bookstore, the more likely it is that you need to collect sales tax.)

Membership recruitment, facilitated by President-Elect Karen Sperrazza and FLS Representative to the NYLA Legislative Committee Jean Sheviak. The three tips the group shared were:

1. **Ads/press releases** in newspapers; **social media** promotion
2. Offer **perks for being a Friend**, answering “What’s In It For Me?” (WIIFM) e.g., a coupon for a free book when joining or for new residents; connect with the local historical society (shared interests); encourage high school students in Participation in Government classes to provide community service to the library;
3. Advertise or promote Friends in **local school newsletters**.

Editorial note: A law in NYS requires school districts to distribute information to students about the public library and applications for a library card. This information is to be given annually to every student entering kindergarten, grade six, and grade nine, and to all new students in the district regardless of their grade. This literature is to be available at all times in the school library for students and their parents. Make sure information about the Friends of the Library is included in the brochure that outlines the library’s services and programs.

The “membership recruitment” group stated they had had a good discussion, but really had no definitive solutions. **Other promotional ideas** shared: an “Adopt an Author” program allows patrons to purchase a new book for the library collection (a bookplate can state the program is a Friends initiative); start with a small project and ask a person, one-on-one, to please do “x”—something concrete to contribute to the project’s success.

Outreach and effective use of social media, facilitated by FLS Secretary Lynne Madden and Member At Large Leslie Riley. The three tips the group shared were:

1. **Recruit Junior Friends** to help at Friends events
2. Streamline the **ways to become a member** – offer an option to enroll/pay online (e.g., Friends PayPal account); if a membership recruitment mailing, include a return mailer with membership form
3. Communication between Friends and library boards is very important. Have one **unified message** and align it with the library’s; incorporate the logos of the library and Friends; use standard wording to reflect the Friends’ sponsorship of events/programs. Have a dedicated Facebook page for the Friends, with a link from the library’s webpage (which is maintained by library staff). A “social media chair” for the Friends can maintain several accounts (Facebook, Twitter, Instagram). Consider e-mail newsletters patrons can subscribe to (i.e., Constant Contact, Mail Chimp).

Round-the-Table Reports on Friends Activities:

The group took the few remaining minutes to go around the table and mention one thing not previously mentioned that their Friends group does to help their library or community. Items mentioned were:

- 1000 Books Before Kindergarten program: Friends can pay for materials to promote the program and underwrite the cost of group activities
- Museum passes for loan
- Battle of the Books – help with the costs for the teams (e.g., T-shirts)

- Little Free Libraries – donations to keep them stocked; build them and put them in various community locations
- Author visits/lecture series including local authors
- Presence at local events, including farmers' markets. If the event is a fund-raiser and the Friends are selling books, donate some of the proceeds back to the sponsoring group.
- Children's Festival – include full-size trucks and equipment to climb into! Face painting is always a hit!
- "Hot Off the Press" – Friends or community residents get first chance to check out popular books
- An organizational tip was offered: Create a shared Google Drive account – keep all Friends materials there for future Friends board members. Also, rather than using personal e-mails, consider setting up e-mail accounts for all key positions that will not change when the person changes (e.g., FOLTreasurer@hotmail.)
- Help with library upkeep – cleaning (Troy Public Library has a cleaning crew), gardening
- Adopt an Author
- "Big Read" program (Poughkeepsie); "Two Towns, One Book" (Clifton Park – Halfmoon)
- Books for Troops program – donations to military personnel
- Junior Friends groups can participate in community service (e.g., Bountiful Backpacks program; collecting jeans for families in need)
- Get books into the community with free books at laundromats, food cupboards, town parks, etc.

FLS Board Member At Large and secretary for the Friends of the Cornwall Public Library shared the establishment of the "Good Idea Fund" for use by the library's staff. At the end of each quarter, \$500 is awarded to fund a proposal from a staff member for a one-time expense outside the parameters of the library's annual budget. Staff are encouraged to submit a proposal to the library director for consideration; the library's Board of Trustees approves the grants that are made to enhance library programming or services. These discretionary funds have helped purchase café-style tables and seating for the teen area, marketing "end caps" to highlight new audiobook purchases, a rolling book case for the manga collection, an audio/visual recorder to collection interviews of residents for the Local History collection, and a weather-proof bulletin board for the exterior of the building to highlight program activities. Staff have been encouraged to see how some of their good ideas can be put into place in short order, making a tangible impact for the library's patrons.

The variety of ideas floated from the various groups were energizing and encouraging. As FLS prepares for the NYLA Annual Conference in Saratoga Springs in November 2020, please be willing to share your experiences and ideas with a statewide audience. You may be hearing from our new FLS Curator Karen Sperrazza!

Although time didn't allow for a true discussion of topic #5, **Networking with other local Friends groups**, Terry Mulee urged folks to follow the example of the Friends Council of the Monroe County Library System. The Council meets twice a year (spring and fall) and is totally run by Friends groups volunteers. The System provides staff support by hosting a listserv of people interested in Friends. Encourage your library system to form one. For more information on the MCLS Friends Council, please contact Lisa Wemett

(lisawemett@frontiernet.net). Natalie Hurteau, Adults & Outreach Manager for the Upper Hudson Library System, hopes to establish a similar Friends support group for UHLS this fall. Lisa also encouraged people to sign up for neighboring libraries and Friends groups electronic newsletters or “like” Friends groups Facebook pages to stay informed of Friends activities and projects.

Please join us! FLS Treasurer Stephen Hoefler encouraged the participants to consider becoming active in FLS in a volunteer position on the FLS Board, serving on a committee or task force, contributing an article to the FLS newsletter, or speaking at the NYLA annual conference. **Attached to these minutes is an “Active Member Form” where you can indicate your interest in various ways to support our statewide organization.** Stephen stressed that each individual’s expertise in their local Friends group is valuable to FLS as we share our Friends experiences statewide. (See also www.NYLA.org/Friends under “Benefits of Membership” on the landing page for a link to an FLS membership form. Further down the page, where it asks “Would you like to be more involved with FLS?” you will find the link to the Active Member Form. Please share with your fellow Friends members.)

Adjournment: Before calling the Meet-Up closed, Lisa took the opportunity to mention the upcoming FLS Webinar, “Connecting With Today’s Volunteers to Transform the Friends of the Library: Expectations, Engagement and Impact” that will be held on Wednesday, September 25, 2019 from 2:00-3:00 p.m. Registration details can be found at www.NYLA.org/Friends under Events.

After a very full and engaging afternoon, the meeting was adjourned at 4:15 p.m.

Respectfully submitted,
Lynne Madden, Secretary
Additional editorial notes from Lisa C. Wemett

Attendance:

Total no. of people = 36
No. of FLS Board = 10
No. of visitors = 26

Library Systems Represented (4):

Southern Adirondack Library System (footnote 1) = Chestertown, Argyle, Waterford, Clifton Park – Halfmoon. Total: 4

Upper Hudson Library System (footnote 2) = Bethlehem, Sand Lake, East Greenbush, Troy, Rensselaer. Total: 5

Mid-Hudson Library System (footnote 3) = Poughkeepsie, Kinderhook. Total = 2

Mid-York = Clayville

Attachments to these minutes:

FLS Active Member Form
FLS Membership Form



Friends of Libraries Section Active Member Form

Libraries need Friends to help the institution thrive. And FLS needs active members to grow. Please consider taking a role in FLS by completing this form and sending it to Terry Mulee by mail at 293 Elmdorf Avenue, Rochester, NY 14619 or by email at FLS.NYLA@yahoo.com. Whether you are an active member, or remain a supporting member, FLS is grateful for your membership in the Section. *Please note that some volunteer slots on this form are currently filled, but your name will be added to a list of those willing and able to help. Thank you so much!*

Name _____

Address (___ home ___ library) _____

City _____ State _____ Zip _____

Email _____

Phone (home) _____

Phone (cell) _____ Do you text? ___ yes ___ no

Phone (work) _____

Best time to call (and which number to use) _____

Friends Group / Library / Organization _____

Position _____

Please indicate your area(s) of interest and/or expertise to assist FLS:

Serving on an FLS Committee*

- Communications Committee
 - Writing for the FLS newsletter, *Friends News and Notes*
 - Managing a social media account for FLS
 - Newsletter Editor
 - Webmaster
 - Publicity and marketing for FLS events
- Awards Committee
- Scholarships Committee
- Advocacy Projects
- Representing FLS on a NYLA Committee (Membership, Communications, Continuing Education, Legislative, Intellectual Freedom)
- I'll help in any way that I can

Serving in an elected position on the FLS Executive Board *

- VP / President Elect
- 2nd VP - membership
- Secretary
- Treasurer
- Member At Large

NYLA Annual Conference

- Staffing the FLS booth at the Trade Show
- Room Monitor - assist with evaluations and other simple but important duties
- Assist in planning FLS programs
- Presenter/Panelist for FLS programs at NYLA Conference - subject of expertise:

(Use back if necessary)

* FLS Job Descriptions may be reviewed at www.NYLA.org/Friends > Board & Officers > Bylaws > scroll down the list

FLS Use: ____ / ____ / ____ date entered in database; ____ thank you email sent;	9/5/2018
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Friends of Libraries Section Membership Registration

Use this form to join NYLA/FLS or go online - www.nyla.org



Name of Friends Group or Individual _____

Mailing Address _____

Primary Contact Person for a Friends Group _____

Phone _____ E mail Address _____

Please include me on the FLS listserv.

Individual Membership at Friend rate (\$30) includes all NYLA benefits and Friends of Libraries as your primary section

Organizational Membership at Library Friends Group rate (\$50) includes all NYLA benefits for the designated primary contact person who will vote on behalf of the organization, Friends of Libraries as the primary section, and registration of the Friends Group elected officers as non-voting members of NYLA (Please see below for NYLA non-voting member benefits and complete that section of the form to register your group's elected officers.)

Please add the Friends of Libraries Section to my existing NYLA membership for \$10.00.

Amount enclosed \$ _____

Make check payable to New York Library Association (indicate Friends of Libraries Section on your check) and send it along with this form. Organizational members, please register your elected officers by completing the Friends Group Elected Officers form below and mail all items to:

New York Library Association, 6021 State Farm Road, Guilderland, NY 12084

NYLA - Friends Group Member - Elected Officer Registration Form

Organization:

Organizational membership entitles the elected officers of a Friends Group to become non-voting members of NYLA and receive these benefits: the bi-monthly e-Bulletin, weekly NYLA News You Can Use, any NYLA Legislative Alerts, the quarterly Friends News and Notes, reduced registration rates for the NYLA Annual Conference, and free registration for FLS-sponsored webinars. One primary contact person (does not have to be an elected officer) will be eligible to vote on behalf of the organization and receive all available NYLA member benefits. Please use a separate email address for each elected officer to facilitate NYLA login, conference registration, and communications. Also, please submit an updated version of this form to NYLA whenever your elected officers change.

Primary Contact Person:

Address:

City: State: Zip code:

Phone: ()

Fax: ()

E-mail:

Elected Officers

Name:

Address:

City: State: Zip code:

Phone: ()

Fax: ()

E-mail:

Elected Officers continued	
Name:	
Address:	
City: State: Zip code:	
Phone: ()	Fax: ()
E-mail:	
Name:	
Address:	
City: State: Zip code:	
Phone: ()	Fax: ()
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