

**Minutes of the Friends of the SFL Board**

Meeting Date: September 19, 2018

Davidson Room – 2 Dale Avenue

**Attendees:** Gail Sarofeen, Carol Kelly, Leslie Pearlman, Lauren Johnson, Jane Mead, Rosemary Howarth, Colleen Hogan-Lopez, Deborah Kelsey, Simon Paddock and Kecia German.

**Absent:** Dennis Corkery, Emily O’Malley, Rebecca Aliberte and Shelagh McCauley.

**Welcome & Approval of Minutes:** (Gail Sarofeen)

- Simon Paddock was introduced and welcomed as the new liaison to the Friends. Simon is the chair of the SFL Fund-raising Committee which should be beneficial in coordinating our annual fund drives.
- The minutes of August 15, 2018 were approved after a minor spelling revision.

**Treasurer’s Report:** (Carol Kelly)

- The September Treasurer’s Report was presented and approved. A copy will be attached to the final minutes. A few minor details remain to complete last year’s audit.
- Carol will arrange for the new President and Treasurer to be added to our bank account as signers and Gail Sarofeen and Emily O’Malley will be removed.
- Release of prior Art Auction funds to the Friends in the amount of \$27,000 is in progress.

**New Business**

**Nomination Committee:** (Carol Kelly)

The following individuals were nominated for the Executive Board positions and were elected for a two year term beginning October 1, 2018.

- Rebecca Aliberte                      President
- Kecia German                         Vice President
- Shelagh McCauley                    Secretary
- Rosalie Howarth                      Treasurer
- Carol Kelly                              Assistant Treasurer

**On- Going Business Updates**

**Assistant Director’s Report:** (Deborah Kelsey for Beth Pocock )

- Interviews are in progress for 2 new hires, a local historian and a library assistant.
- Welcome packages are a “work in progress”.
- Check out the new SFL signage as well as the new glass display case on the rear of the building. Both were the work of the Corporate Communications Committee (CCC).

**SFL Board Liaison:** (Simon Paddock)

- A separate fund-raising non-profit foundation is being created for the building project and for future use.
- Work is in progress by the CCC on the SFL Annual Appeal.
- Donor software has been purchased to track donors and corporators.

- A new tent has been purchased with the SFL logo for use at various community events.

**Saunders House Liaison:** (Jane Mead)

- The report by the architect evaluating the possible usage has been deferred until October 1st.

**Committee Reports**

**Products:** (Lauren Johnson)

- 100 book bags have been ordered and should arrive next week. The bags were \$9.40 each of which will sell for \$15.00.

**Membership:** (Lauren Johnson)

- Membership enrollments for 2018-19 total \$2,525 thus far. Membership sales are going well with many benefactors. Our year-end thank-you letter may have contributed to this positive response.
- The first of three gift basket recipients has been selected. Carol will ask their permission for a photo opportunity and to release their names.
- Addison Gilbert Hospital was delighted by our outreach effort to supply donated books to their rather anemic book cart in the main waiting area. A book plate or marker will be put into each book with our logo.
- Posters with photos of our events are almost complete and will be placed in the children's area and on the main floor to promote membership. No permission is necessary as we will not identify those individuals in each photo.

**Book Committee:** (Kecia German)

- Discussion and a vote on whether to continue the annual book sale is deferred to October when absent members are present to participate. Carol and Kecia will update the 5 year summary of book revenue to include expenses paid out of the operating budget.
- Set aside any children's books not wanted for Open Door. History books are not very popular so most can be given to More Than Words as we need to be more selective in culling books.
- Book sorting responsibilities for the 4th quarter are noted below. Please let Kecia know if you can fill the remaining slot.
  - October                      Colleen / Rosie
  - November                    Leslie / Lauren
  - December                    Gail / \_\_\_\_\_
- Leslie reports that Sales Spot revenue has been steady and the YTD total is \$556. Local books move quite quickly. The dot system is working well to allow older books to be culled. Leslie will arrange a meeting to brainstorm the details of a Mystery Month special sale which is postponed to November to allow for publicity. The Sales Spot promo ad has yet to run in the Beacon Press.

**Art Auction:** (Gail Sarofeen)

- The assignment list was distributed and tweaked. More runners are needed. Deborah, Simon and Jane volunteered to assist.
- Liquor liability and bartending have been arranged. Colleen and Leslie will supply desserts.
- Simon will encourage the SFL Board to attend.
- An extra 50 clips for art auction hanging were purchased by SFL B&G Committee and will be stored away by the Matz Gallery committee for future use.

- CCC purchased two ½ page ads to promote this event. Our own ads will run via the usual social media channels and a Gloucester Times article will appear the Thursday before the event. Art auction posters will be distributed to local banks, and grocery stores.
- Gail suggested the music CDs of Jeannine Lynch and Peter Phillips, event entertainers, be placed in a more prominent display as the revenue from the sea shanty songs benefit the Art Auction.
- Metal signage will be used to expedite obtaining the numbered art work sold to a patron.

**Miscellaneous:**

- The Board voted to spend up to \$300 for the purchase of children's art books which have been selected by Christy Russo. The SFL will make the purchase which the Friends will reimburse.

**Adjournment:**

A motion was made, seconded and unanimously approved to adjourn at 5:17 PM.  
The next Board meeting is October 17, 2018 at 4:00 PM.

Submitted by:

Kecia German, Secretary