

DRAFT Minutes of the Board of the Friends of the Sawyer Free Library
Wednesday, November 20, 2019

Present:- Rebecca Aliberte, Kecia German, Colleen Hogan-Lopez, Leslie Pearlman, Jeff Shindell, Jane Gagliardi, Lisa Christenen-Foley, Sandy Reinecke, Rosemary Howarth, Shelagh McCauley

Absent:- Gail Sarofeen, Dennis Corkery

Guest:- Beth Pocock (Deputy Director of the Library)

Minutes:- The Minutes of the meeting of October 16, 2019 were accepted unanimously.

Treasurer:- (Kecia German)

The treasurer's report ending on October 31, 2019 (attached) was approved unanimously.

A finance report form will be created. Any suggestions for this should be sent to Kecia German.

Deputy Director:- (Beth Pocock)

Christine Armstong, the Library's person in charge of publicity, in conjunction with Beth Pocock has suggested some new signage to better advertise the Friends Book Shop. A free standing banner with stand, with the Friends logo would cost \$315. An overhead banner over the entrance to the Book Shop would cost \$74.50. Vertical guides for the ends of the bookshelves would cost \$64.15. These latter would indicate the genre of each aisle and would be interchangeable. Beth will obtain drafts of the banners and more detailed pricing details for the December meeting.

Middle Street Walk:- December 14, 2019. The theme will be Harry Potter since it was such a success last year. The library has asked the Friends for \$1,000 to support this occasion. The money would be used for a reusable green screen, a Bluetooth speaker, a music ensemble (either a capella or

jazz) and a science program on raptors called Wingmaster.. A motion to provide these funds was approved unanimously and the Library was congratulated on last year's Middle Street Walk Program.

Book Committee:- (Kecia German)

The Book Shop has raised \$1860.59 since July 1, 2019.

Colleen Hogan-Lopez was praised for her advertisement of the Book Shop in the Good Morning Gloucester blog. This same advertisement will be sent to all Friends members in an eblast.

The Guidelines for stocking the shelves were emphasized. Ideally the genres in the Shop itself could be alphabetized. The New Release section might be swapped with the Seasonal book section, in order to give more visibility to the \$5 new releases.

Leslie Pearlman will be responsible for the Seasonal Section, Rosemary Howarth the Children's section and Colleen Hogan-Lopez the Poetry and Drama sections.

Membership:- (Kecia German)

To date approximately \$6,000 has been raised, plus a promise of an additional \$1,000 from a donor. Marie Sweeney, a long time Friends member won the drawing of the gift basket.

Art Auction, Trustee Liaison:- (Gail Sarofeen in absentia)

A 4 year Art Auction revenue summary (attached) was distributed and will be discussed at the December meeting when final revenue figures are available.

Product:- (Dennis Corkery)

No report as Dennis was absent. Rebecca Aliberte will check on current stock. She and Leslie Pearlman will create additional small mural cards for the Middle Street Walk. Additional help with packaging may be required.

Public Relations:- (Colleen Hogan-Lopez and Sandy Reinecke)

The notion of Holiday Book shopping in the Friends Book Store will be advertised on social media such as Facebook and Instagram. A request was made to put this information on the TV screen behind the front desk.

New Business:-

Middle Street Walk, see above. A request for volunteers to work on the day, **December 14** was made. A vote to spend not more than \$300 for refreshments at the Children's refreshment table was approved unanimously.

Colleen Hogan-Lopez and Leslie Pearlman will arrange a pop-up sale of holiday and other books in the Matz Gallery. Product sales will also be available.

The meeting was adjourned at 4.35pm.

The next meeting will be on **Wednesday, December 18, 2019 at 3pm in the Friend Room.**

Respectfully submitted, Shelagh McCauley