

Mount Vernon Library Foundation Meeting Minutes
Oct. 14, 2013 5:30 p.m.
Skagit Community Foundation Offices
1003 Cleveland St., Mount Vernon, WA

Board Members Present: Marija Anderson, Kathy Combs, Peter Goldfarb, Sara Holahan, Harold Page, Sara Patton, Kelly Reep, Chuck Smith, Brian Soneda.

Board Members Absent: Suzanne Gilbert, Troy Kunz.

I. **CALL TO ORDER:** Harold Page called the meeting to order at 5:35.

II. **MINUTES:** Marija made a motion to approve the September minutes as submitted and Kathy seconded and the motion carried unanimously. Sara Patton announced that in the future, only approved minutes would be sent out to Foundation membership and other interested people. Draft minutes would continue to be sent to the Board just prior to the next meeting.

III. **TREASURER'S REPORT:** Chuck distributed the Treasurer's Report for September, showing interest of \$.57 as the only income and expenses of \$182.10 for the renewal of the website and domain for two years. The balance as of September 30, 2013 was \$6,473.48.

IV. **OLD BUSINESS**

A. Membership Committee: Kathy noted that she had sent out draft documents for use by the membership committee including a job description for a Membership Chairperson, a membership invitation letter, a thank you letter for those sending in membership fees and other donations, and a Foundation Newsletter. Sara Patton made minor revisions. Kathy also noted that the Skagit County school system was not interested in sharing their Key Communicator list at this time. Brian added the Foundation newsletter information to the Library newsletter so that a separate newsletter would not have to be sent.

The discussion then centered on membership letters as to when and to whom the letters should be sent. Before sending them out, Harold wanted to ensure that we are in agreement as to the role of Foundation members and why they are being invited to join. The primary role of the membership is to be an informational conduit between the Board and community and to provide broad community support for a new library. While Foundation members are entitled to attend all meetings, they are especially encouraged to attend the annual meeting in January for an update on the progress of the Foundation and to elect members to the Board of Directors.

Kathy suggested that October was the best time to send out membership invitational letters which would help notify recipients of the January annual meeting. An October mailing would be less likely to get lost in holiday mail. Harold suggested getting addresses of potential members from neighborhood Block Watch captains or the police department. Sara Holahan thought that a follow up telephone call after the letter was sent would add a personal touch and encourage more positive responses. She also recommended sending renewal letters to current members, listing what has been accomplished this past year and a reminder of the annual meeting. Peter suggested setting up a table at the library with membership forms and other information on Foundation efforts to build a new library. Kelly proposed sending out annual giving cards to be mailed back to the Foundation with donations. The cards would include various levels of participation (i.e. mailing list, membership, Board of Directors, etc.) to allow recipients to check off their desired level of activity.

Sara Patton made a motion for Kathy Combs to continue to act as the Library Foundation Membership Chair until the Annual meeting with the Membership Chair will be added as an official position to the Executive Board. Peter Goldfarb seconded and the motion carried unanimously. Harold suggested that Kelly and Chuck also serve on the Membership committee.

B. Annual Meeting Program: All agreed that the Annual Meeting be a "fun event" in addition to the business portion which includes a summary of the year's progress and the election of the Board of Directors and Officers for the coming year. Having refreshments and an interesting speaker would encourage more members to attend. Chuck will be checking into

restrictions on food if the meeting is to be held at Puget Sound Energy.

A number of ideas were proposed for the program and speakers including cooking demonstrations by local chefs ("Cooking Up a New Library"), various local authors or TV personalities such as Craig Romano, Bill Nye the Science Guy, Meagan Black, a children's book author, etc. An ad hoc Annual Meeting Committee was established with Kathy Combs, Peter Goldfarb, and Kelly Reep.

C. Marketing and Publicity Brochure: Kelly reported that she has found a professional graphic designer to help develop a marketing/fund raising brochure. She will be getting a proposal and costs by the next meeting.

D. Donor Data Base Software: Kelly had nothing to report at this time. Harold noted that such software goes to the core of why the Foundation exists: to raise money for a new library. Thus, whatever software we decide on needs to be adequate for our needs now and in the future as the campaign grows. Do it right the first time!!

E. Board Vacancies: No specific recommendations were made to fill the Board vacancies at this time. Kathy will be calling the service clubs to get suggestions of their members who would actively serve on the Library Foundation. Kelly recommended submitting a photo of the current board in the paper as a way of bringing attention to the Foundation.

Sara Patton reported that she had contacted Suzanne Gilbert to see if she wanted to continue as a Board member. Her background with similar projects and her knowledge of the community make her an ideal candidate though her work situation has limited her ability to be an active participant.

V. **NEW BUSINESS:**

A. Library Director's Report: Brian thanked Peter for volunteering at the Library booth at the Farmer's Market. He also reported that tomorrow, Oct. 15, the Skagit County commissioners would be getting a library update from the library directors and other library supporters, including Harold Page who will be representing the Foundation. The theme will be economic development and the role that libraries play in assisting the community in attracting and running business, getting jobs, resume writing, etc. Peter commented on an article in the NY Times that reported libraries, as community centers, kept communities together in times of crisis and natural disasters. Brian invited Foundation board members to attend to show support for the library.

He also noted that the City had developed an RFQ to hire a consultant to do public surveys, site studies and needs assessment for a new library in Mount Vernon. The RFQ would be mailed out soon. The studies will start in 2014 and will be a fairly long process. Harold asked Brian to see if there was any way that the Foundation could be part of the committee to select the consultant.

B. Other New Business: A Nominating Committee, including Harold Page and Marija Anderson, was formed to present a slate of new officers and Board members. The Board of Directors is elected by the membership and the Officers are elected by the Board of Directors at the annual meeting. The current director positions that expire at the end of this year are: Peter Goldfarb, Sara Holahan, and Chuck Smith.

The next Foundation meeting will be held Monday, November 11th, at 5:30 pm at the Skagit Community Foundation offices, if it is available, Brian to check. There being no other new business or comments and questions, the meeting was adjourned at 7:05 p.m.

Respectfully submitted,
Sara Patton, Secretary