



## MINUTES OF THE CEDARBURG FRIENDS OF THE LIBRARY

March 3, 2021 (Held Virtually)

**Present:** DeWayna Cherrington, Connie Dahlman, Patti Dyke, Karen Hassman, Jean Heberer, Heidi May, Jean O'Keefe, Philip Paige, Linda Pierschalla, Kathy Pollock, Marc Sanders, Mary Whittet **Absent:** Leann Boyea, Sandi King, Kathy Young

**Meeting Called to Order:** 6:31 pm by Mary Whittet

**Minutes-** Motion by Heidi May to approve the February 3, 2021 minutes. Seconded by Connie Dahlman. Motion approved.

**Co-President's Report-** Presented by Mary Whittet

- Tremendous appreciation for the energy and enthusiasm of the CFOL board.
- Great success with both the February book sale and the Dine Out Do Good fundraiser through New Fortune restaurant.
- Next Dine Out Do Good Fundraiser is scheduled for June.
- Great Decisions will be held virtually each Thursday in March. Will need to sign up in advance and then be sent the link prior to the event.
- Sandi King is working on gifts for the CPL staff for the week of April 5-8 (National Library Workers Week).
- Working on getting Bookstore info out to the Cedarburg Chamber of Commerce members.

**Library Director's Report-** Presented by Linda Pierschalla

- The CPL staff is starting to be vaccinated.
- Thank you to CFOL for the \$10,000 approved last month. The materials purchased with these funds are already starting to come in.
- The library continues to work on the strategic plan with a focus on marketing. Have attended webinars on ways to promote the library. Added personalized book recommendations.
- Would like to do a summer mailer. Cost in 2020 was \$2500 to reach 6,000 households.
- Received a grant from the Rotary Club for the purchase of 7 T-Mobile mobile hotspots.
- CPL will be participating in the statewide Step Up for Wisconsin Libraries campaign. Laura is designing postcards that will be available for pick up at the circulation desk.

**Treasurer's Report-** Presented by Jean Heberer.

- A target for the year has been put together.

### **Committee Reports:**

#### **Fill the Shelves** - Presented by Kathy Pollock

- A total of \$950 was raised through the 2020 Fill the Shelves campaign.
- Motion by Marc Sanders to direct \$950 from the Fill the Shelves donations to the library for the purchase of materials. Motion seconded by Jean O'Keefe. Motion carried.
- Will look to simplify the donation form for the 2021 Fill the Shelves campaign.

#### **Buy the Book/Book Sales** – Presented by Heidi May

- The February Book Sale brought in \$1083. The sales were lower than hoped for probably due to bad weather. Saturday sales included 300 books.
- The bookstore and magazine sales for February totaled \$587.
- We would like more magazines and jigsaw puzzles (over 100 pieces please).
- Have contacted Outside the Box to get additional boxes of books out.
- Looking at options (including eBay) for selling unusual books. The United for Libraries group may have additional resources to help with this.

#### **Membership/Additional Items** - Presented by Patti Dyke

- Currently at 118 paid memberships with 6 new members since the February meeting.

#### **Cedarburg Reads** - Presented by Jean O'Keefe

- Met as a group last week and looked at book options with 3 different reading levels.

#### **Shredding Event** - Presented by Connie Dahlman

- Event will occur on Saturday, 4/24 from 10-1.
- Sandi King has contacted local accounting agencies and Port Washington State Bank. Working on press releases, bookmarks, Piggly Wiggly flyers and information that will go out to the Cedarburg Chamber of Commerce members.
- Linda Pierschalla will check on getting info out via Cedarburg Light & Water.
- Jean O'Keefe noted that the Shredding Event information is all set on Facebook.

#### **Unfinished Business** - Presented by Mary Whittet

- By-Laws Review Committee - Motion by Heidi May to approve the CFOL by-laws as revised. Seconded by Patti Dyke. Motion carried.
- Please revisit the earlier fundraising Google Doc to look at additional ways we can help support the library and the greater Cedarburg community.

#### **New Business** - Presented by Linda Pierschalla

- Noted that the library would like to again do a summer mailer to residents. Mailer would go out mid to end of May with a projected cost of \$2500.

- Had good registration numbers for last year's summer programs. Are hoping for that once again as well as bringing in non-library users.
- Jean O'Keefe asked about getting CPL information out to new families in the area. Mary Whittet will check on that with area realtors.
- Motion by Heidi May to dedicate \$2500 for a mailed flyer to promote the summer reading program and CFOL. Seconded by Patti Dyke. Discussion followed regarding the effectiveness of this type of flyer. It was noted that the flyer would not be possible without the funding by CFOL. Motion carried.

**Next Meeting:** April 7, 2021 - Virtual, 6:30 pm

**Meeting Adjourned at 7:36 pm**