

# Friends of Tennessee Libraries Board Meeting Agenda

Friday, 16 September 2016, 10:00 AM-3:00 PM (CDT)

>>> Please bring your own lunch and drink as we will work through. <<<

Mt. Juliet Public Library  
2765 North Mt. Juliet Road, Mt. Juliet, Tennessee 37122



## Vision Statement

To help and support local Friends groups integrate their library thoroughly into the life and work of their community.

## Mission Statement

**The Friends of Tennessee Libraries (FOTL) is a volunteer organization of individuals and organizations dedicated to supporting Tennessee Libraries and local Friends of Library groups through:**

- Establishing and helping Friends of Library groups succeed;
- Communicating with libraries and trustees about the value of Friends;
- Serving members as communication network and clearinghouse for information;
- Advocating for library funding and legislative support on a local, state, and national basis.

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## 10:00

- I. Call to Order/Introductions/Other Items for Agenda? / Agenda Approval - Don Reynolds
- II. Minutes - Martha Gill (p.3-4)
- III. Treasurer's Report - Marjorie Haines, Treasurer
  - ~ Review of 2016 Financial Report
  - ~ Proposed 2016 Budget (p.5)
- IV. Continuing Business
  - ~ Review of printed handout: FOTL 2016-2017 Activities Plan
  - ~ Report about Website, Newsletter, and Facebook - Martha Gill
  - ~ Membership - Connie Albrecht
  - ~ Newsletter distribution to legislators - Wanda Graham
  - ~ Report on TLA Trustees/Friends Section Lunch, Knoxville (April 7)
    - ~ Report on Friend of the Year Award - Susie Ries
    - ~ Report on FOTL Annual Meeting, Sevierville (March 24-25)
    - ~ Report on Board of Directors Election - Susie Ries
  - ~ Report on Library Legislation Day, Washington, DC (May 1-2)
  - ~ Tennessee Library Association Restructure Proposal
  - ~ Other:
- V. New Business
  - ~ State Library Report - Lynette Sloan
  - ~ Report from Division Reps (Dodd Report, p.6-7)
  - ~ Review Calendar
    - ~ Review of SWOT Survey from Board Members (p.2)
    - ~ Review of forms to be digitized for web site
      - 1) FRIEND OF THE YEAR APPLICATION
      - 2) RECOGNITION CERTIFICATE APPLICATION
      - 3) ADVOCACY - FUNDRAISING - MEMBERSHIP GRANT EVALUATION SHEETS
      - 4) Past FOTL newsletters 1992-2007
  - ~ Review of 2016-2017 Activities Plan
    - ~ Governor's Friends of Libraries Week Proclamation
    - ~ Eric Carle Museum of Picture Book Art exhibit in Chattanooga in Summer, 2017 at the Creative Discovery Museum

*(continued on next page)*

- ~ January 19-24, ALA Midwinter Meeting, Atlanta
- ~ Update of Book List of Positive Portrayals of Aging Characters for Children w/ SEA Change
- ~ Resources for Parents taking Imagination Library kids to the library
- ~ Need volunteers for following work projects:
  - 1) LISTSERV BACKUP
  - 2) NEWSLETTER ELECTRONIC DISTRIBUTION
  - 3) GRANTS COMMITTEE
  - 4) RECOGNITION COMMITTEE
  - 5) TASK FORCE(S) to explore possible new Grants/Awards:
    - Julie Webb Creative Advocacy - Newspaper support - Special Project - Youth project - Rothrock Vision Award
- ~ How do we promote this organization? Honor Roll updated during year? on website?
- ~ Availability of Resources?: Open Resources vs [Members Only section](#)  
 Issue of what is free to all and what should be limited to our members.  
 From time to time FOTL will share with everyone information that is relevant to libraries and their advocates. Resources related to operations within Tennessee Friends' groups will be reserved for FOTL members only. (In Members Only Section: Stories about FOTL grant projects? A Directory of web sites and Facebook Pages of member FOTL groups?)
- ~ Statewide membership in ALA United for Libraries (p.8)
- ~ Press Release about FOTL Awards

3:00

VI. Adjournment

**Next Board Meeting Conference Call - Friday, 2 December 2016 - 10:00 AM-1:00 PM (CT)**

## FOTL S.W.O.T. ANALYSIS RESULTS

### Strengths:

- Operating according to our Bylaws
- Board with experienced members and new members
- Dedication to the group
- Resources

### Weaknesses:

- Board members not willing to take leadership roles
- Not having Board meetings at a regular place and time; People tend to relax and not attend if they do not have a meeting scheduled in advance
- Board members not following through on commitment
- When recruiting new board members explaining what is required to be on the Board
- Leadership pipeline
- Disconnect with local operations
- Major support from Tennessee donors

### Opportunities:

- Providing leadership in organizing new Friends groups and helping existing Friends groups so that they in turn can provide support for their local libraries
- Networking with Friends groups to increase membership
- Increasing membership provides a base to select new board members
- Tennessee Legislative Day
- Conference calls instead of face to face meetings
- Tennessee ranks 49<sup>th</sup> in Library support; 48 slots to go
- Telling our story to encourage support

### Threats:

- Forgetting that FOTL was organized to help Friends groups so that they in turn can support their local library
- Not having a reason to be a member of FOTL. Need to be needed. If someone can get everything they want or need without being a member, then why be a member. We need to give the members a reason to be a member.
- Leadership pipeline
- Internal customers

## FOTL Board Meeting Minutes 7/29/16

**Friends Of Tennessee Libraries Board of Directors met on Friday, July 29, 2015, at Mt. Juliet Public Library, Mt. Juliet, Tennessee. Members toured the newly expanded and redecorated building.**

**The Meeting was Called To Order at 10:35AM by President Don Reynolds.  
A Quorum Was Present.**

**BOARD MEMBERS PRESENT:** Connie Albrecht, Gerald Beavers (outgoing divisional representative), Kathleen Bradley, Jim Bronow, Dot Childs, Chris and Mike Dodd, Chelsea Gifford, Martha Gill, Wanda Jared (welcome visitor; former board member), Jacque Jenkins, Janis Perry, Larry Price, Don Reynolds (presiding), Lynette Sloan, Theresa Venable, Cora Willis-King.

- I. Call to Order/Introductions/Other Items for Agenda? / Agenda Approval - Don Reynolds
- II. Minutes - Dwight Shepherd (Agenda Booklet, p.11). Unanimously approved as written.
- III. Treasurer's Report - Treasurer Marjorie Haines was absent. Connie Albrecht, former Interim Treasurer, led the review of
  - Financial Report (Agenda Booklet, p.14). Unanimously accepted.
  - 2016 Budget (Agenda Booklet, p.15). Previously accepted.
- IV. Continuing Business
  - Review of printed handouts
    - FOTL Annual Report 2015-16
    - FOTL State Legislative Handouts 2016 (2)
    - FOTL Annual Meeting 2016 Program / Evaluation Comments  
(A Personal Note of Apology & Presentation: Don announced the presentation of Recognition Certificates with cash awards to Connie Albrecht and Martha Gill. Inadvertently these were not announced at the Annual Meeting.)
    - 2016 Annual Meeting Presentations (June 2015 WORKING DRAFT)
    - FOTL Procedures Manual
  - Report about Website, Newsletter, and Facebook - Martha Gill
    - Don continues to create materials available to members and nonmembers on the website.
    - Kathleen Bradley and Chris Dodd have been recruited as writers for the newsletter. Board members were asked to take extra copies of the summer edition of the newsletter for distribution back home.
    - Facebook has had the best traffic ever this summer. Now have over 1,000 Likes. Contributions are welcome.
  - Membership numbers - Connie Albrecht (Group members Honor Roll in Agenda Booklet, p. 16).
    - Two new groups have joined.
    - A new brochure is being printed.
    - Board members must be individual members of FOTL. Numbers attached.
  - Newsletter distribution to legislators is handled by Wanda Graham. Request that electronic copies of our newsletter be sent to:
    - Tim Burchett, Knox County Mayor and head of the Knox County Library System: [county.mayor@knoxcounty.org](mailto:county.mayor@knoxcounty.org)
    - Susan Schmidt of United for Libraries: [sjssusan@gmail.com](mailto:sjssusan@gmail.com)
  - Report on TLA Trustees/Friends Section Lunch (April 8) - Martha Gill  
Along with presenting the Friend of the Year Award to Julie D. Webb, Founding Mother of FOTL, Susan Schmidt, President-elect of ALA United for Libraries, spoke.

- Report on Friend of the Year Award - Martha Gill. Board members were reminded that individual nominees must have individual memberships in FOTL; groups nominated must have a group membership. Achievements of nominees must rise to a high level.
- Report on FOTL Annual Meeting - Friends Fair (April 23) - Gerald Beavers/Don Reynolds. The work of Gerald and his team in Clarksville earned high praise, and participants at the meeting had high praise for the program. The participant Evaluation Summary was distributed.
- Report on Library Legislation Day, Washington, DC (May 2-3). Janis Perry reported on what a valuable learning experience her two years had been. Citizens are especially welcome in the Tennessee delegation. Board Members were encouraged to consider attending in the future.
- State Library Report. Lynette Sloan (Agenda Booklet, p.17 for info about TSLA training site) spoke about the purpose of Maintenance of Effort and the recent favorable outcome in the Selma Library in McNairy county.
- Theresa Venable reported on events to celebrate the 40<sup>th</sup> anniversary of *Roots*. See <http://www.roots40th.com>
- Jacque Jenkins spoke of the summer's program Explore Memphis and the Memphis author event.

V. New Business

- Review Calendar: February 14 Grant & Certificate Deadline; March Board Meeting will be changed to the 24 in Sevierville.
- Review of Possible 2016-17 Activities
- Connie Albrecht led a review of Divisional Responsibilities (Agenda Booklet, p.9).
- Eric Carle Museum of Picture Book Art exhibit will be in Chattanooga in Summer 2017 at the Creative Discovery Museum. There is possibility of FOTL co-sponsoring training program.
- January 19-24, ALA Midwinter Meeting, Atlanta: Board Members were alerted to possibility of attending free United for Libraries programming
- Suggestions for wording in Governor's Friends of Libraries Week Proclamation are welcome (Agenda Booklet, p.17).
- Volunteers are needed on TASK FORCE(S)
  - Possible new Grants/Awards:
  - Julie Webb Creative advocacy
  - Newspaper support
  - Special Projects: Youth project, Rothrock Vision Award

3:00

VI. Adjournment Meeting was adjourned at 3:12 PM

Next Board Meeting - Friday, 16 September 2016 - 10:00 AM-3:00 PM (CT)

Submitted by Martha Gill, Secretary *pro tem*  
August 7, 2016

## FRIENDS OF TENNESSEE LIBRARIES

### Proposed 2016 Budget

	Budget 2015	11.30.15 YDate	Diff YTD	Proposed Budget 2016
<b>INCOME</b>				
Membership	6,800.00	5,255.00	1,545.00	6,800.00
Donations	300.00	50.00	250.00	0.00
Annual Meeting	1,500.00	1,050.00	450.00	1,500.00
Bork Estate Income	7,244.00	4,423.53	2,820.47	4,423.53
License Plate Frames Sales	100.00	30.00	70.00	70.00
From Checking Account	1,119.00			4,555.00
<b>TOTAL INCOME</b>	<b>17,063.00</b>	<b>10,808.53</b>		<b>17,348.53</b>
<b>EXPENSES</b>				
Membership Printing	50.00	451.35	-351.35	1,000.00
Membership Postage	250.00	202.16	47.84	250.00
Newsletter Printing	2,600.00	1,621.00	979.00	2,600.00
Newsletter Postage	350.00	162.29	187.71	250.00
<b>Administrative:</b>				
President	50.00	0.00	50.00	50.00
President-Elect	50.00	0.00	50.00	50.00
Secretary	50.00	0.00	50.00	50.00
Treasurer	50.00	25.48	24.52	50.00
TN Secretary of State	20.00	20.00	0.00	20.00
Regional Reps	100.00	0.00	100.00	100.00
Office Supplies	50.00	0.00	50.00	50.00
Annual Meeting	1,500.00	0.00	1,500.00	1,500.00
Advocacy TLA	500.00	0.00	500.00	500.00
United for Libraries	80.00	80.00	0.00	80.00
Recognition Awards	500.00	200.00	300.00	600.00
Washington Legislative Day	1,000.00	665.48	334.52	1,000.00
<b>Donations:</b>				
Mt Juliet Public Library	100.00	0.00	100.00	100.00
Other	0.00	600.00	-600.00	100.00
Web Expense	500.00	300.00	200.00	500.00
Miscellaneous	200.00	0.00	200.00	2,000.00
Bork Workshops	7,244.00	2,820.47	4,423.53	4,423.53
Grants	900.00	900.00	0.00	900.00
D & O Insurance	744.00	550.00	194.00	550.00
Promotional Items	175.00	0.00	175.00	500.00
PayPal Fees	0.00	51.00	-47.87	100.00
Bank Fees	0.00	58.96	-58.96	25.00
Outside Services	0.00	309.00	-309.00	0.00
<b>TOTAL EXPENSES</b>	<b>17,063.00</b>	<b>9,017.19</b>		<b>17,348.53</b>
Checkbook Balance 11.30.15	19,155.19			
Regions Bank - CD	10,279.02			

**The Dodd Report - Mike and Chris Dodd**  
**Friends of the Fayetteville-Lincoln County Library**  
**Middle 2 Division**

9/9/16

There are currently only two FOTL-affiliated groups -- Lawrenceburg and Fayetteville -- in the counties we've been assigned, but we visited a number of others, and (we hope) planted seeds for future membership. Here's what we found:

**Lawrenceburg** -- The Friends were gearing up for their semi-annual book sale September 10-24 at the library. The sales bring in \$4,000-\$5,000 annually, which has allowed the group to purchase new tables and study chairs for the branch. They also support the library's "Books for Babies" program, in which every infant born at the local hospital is sent home with a bag of books and a sign-up sheet for Imagination Library. They've also helped fund summer youth programs and the summer reading program.

Treasurer is Dorothy Booth (digidot62@gmail.com). The group meets bimonthly, the second Friday of each month.

Teresa Newton, the library's director, adds that Summertown is looking to establish a branch library.

**Fayetteville-Lincoln County** -- This Friends group (our own) has been struggling to get back on its feet after losing our tax-exempt status last fall. Mike, the new treasurer, has spent many hours working with local accountants to have three past years of tax returns re-filed with the IRS and also with a representative of the state's Division of Charitable Solicitations and Gaming to ensure we're in compliance with state fund-raising regulations. Our fund-raising activities are on hiatus while we await reinstatement, and there's a sense of urgency to that. Besides supporting library programs and buying equipment, we're helping pay off the building debt -- about \$430,00 remaining.

Other Friends' groups/libraries we've visited:

**Giles County**

**Ardmore** -- With very modest annual dues (\$5) this Friends group has done much of its fund-raising through public events such as the Christmas tour of homes, garden tours, and good old-fashioned bake sales. They're obviously proud of their new building (built in 2008), and have purchased many pieces of equipment for it. President is Geri Cannady, 256-325-7186 or 256-431-5006.

**Pulaski** -- Library director Cindy Nesbitt said the Friends group has not been very active in recent years, but a group of concerned citizens is putting together a fund-raiser in December. Contact is Erin Curry (erincurry@bellsouth.net) We've e-mailed her but have not heard back.

**Bedford County**

**Shelbyville** -- Their gorgeous new library, opened in May of 2015, was built with major support from a "very strong" Friends' group, according to Betty Jo Jarvis, Stones River Regional director. Sharon V. Edwards, chair of the Friends' Council, attributes their success to the fact that they have "very few meetings." From mid-October to mid-May (i.e., during the school year) they rarely meet. "You can take care of most business via e-mail," she says. They also have an author lecture each fall which is their major fund-raiser.

This year's, on Oct. 11, will feature Dr. James Gifford, CEO and senior editor of the Jesse Stuart Foundation, which manages the author's literary estate. Dr. Gifford's biography Jesse Stuart: An

Extraordinary Life, was nominated for the Weatherford Award for best book in Appalachian nonfiction. Tickets for the lecture and box lunch are \$15 each and, along with table sponsors, brings in about \$10,000 each year.

### Coffee County

**Lannom Memorial, Tullahoma** -- Director Susan Stovall said that library supporters are in the process of setting up a foundation, with advice from an accountant and an attorney. Years ago, she said, Lannom had a Friends group that fell apart, and she indicated there's been resistance to forming a new one.

**Manchester** -- Director Pauline ("Polly") Vaughn has been on the job about eight months, having previously served as assistant director in Tullahoma. While there is currently no Friends group to support the branch, she was most receptive to the idea and took materials to share with their library board, who were meeting the following week. (We'll check back with her.)

It's a lively branch with a great deal going on. In conjunction with Manchester's annual Old Timers Days (October 7 and 8) Polly hopes to videotape area residents talking about the early days in Manchester/Coffee County, as an oral history.

### Franklin County

**Winchester:** Friends' president John Hein said the group there is large (@150 members) and has a healthy treasury, because "the previous director never asked us for anything." Under new director Tina Stevens, the library is "going through a transformation," culling about 10,000 old books, possibly renovating a part of the space. She has asked the Friends to help purchase new furniture.

They have a semi-annual book sale, the major source of their funding. The next one is Oct. 19-29 in the library's conference room. Price range is \$3 for coffee table books \$2 for hardbacks, \$1 for paperbacks. They make around \$7,000-\$8,000 a sale and often donate leftover books to the local Literacy Council.

They also allow Friends' members first crack at the sale (the first day), and have signed up a lot of members that way. Their membership schedule is simple: \$5 for a single membership, \$10 for a family, and \$100 for a "lifetime" membership.

They sell book bags (\$2 each) and have supplied coffee mugs with the Friends logo for local restaurants to use, promoting the library.

John was very interested in learning about Friends' groups who have sold books through Amazon. We plan to follow up with him.

They also have established a Foundation for major bequests.

### Moore

**Lynchburg** -- There's no Friends group at this branch. We left materials for director Peggy Gold, who was busy with a vendor -- ordering books!

#### Option 1 – Statewide group membership for your 137 Friends groups

- Our normal rate for Friends group membership ranges between \$50 and \$125 depending on the size of the group.
  - With this option, the cost is \$35 per group, regardless of size.
  - **The cost to join 137 Friends groups at \$35 per group is \$4,795**
- Each group will receive:
  - One hardcopy newsletter subscription mailed to the main contact.
  - Access for the entire board to the Friends & Foundations Zone.
  - All other benefits listed on the attached (friends-foundations-group-benefits.pdf).
  - BONUS: FREE access to Engaging Today’s Volunteers webinar series, a value of \$49 per group. See <http://www.ala.org/united/training/webinars/baby-boomers/register>.
- In addition, we will provide the following:
  - One live welcome webinar to walk people through logging in and accessing resources.
  - One live webinar on topic selected in partnership with the state Friends group.
  - Monthly Google Analytics report showing website use by geographic area in your state.

#### Option 2 – Statewide group membership for 187 public libraries

- As noted above, our normal rate for Friends group membership ranges between \$50 and \$125. Our normal rate for Boards of Trustees has the same range, depending on library budget. Our normal rate for Foundations also has the same range depending on library budget.
- With this option, the cost is \$80 per library, regardless of size, and includes group membership for the Friends group, Board of Trustees, Foundation (if applicable), and library director/staff of all libraries.
- **The cost to join 187 public libraries is \$14,960.**
- Each library will receive:
  - One hardcopy newsletter subscription mailed to the main contact.
  - Access for everyone to the Friends & Foundations Zone (see attached friends-foundations-group-benefits.pdf).
  - Access for everyone to the Trustee Zone (see attached trustees-group-benefits.pdf).
  - Access for everyone to the Trustee Academy (a \$225 value per library).
  - Access for everyone to Short Takes for Trustees (a \$79 value per library).
  - Access for everyone to Engaging Today’s Volunteers (a \$49 value per library).
  - See attached PDF Statewide Group Membership Benefits for more information/details.
- In addition, we will provide the following:
  - Two live welcome webinars to walk people through logging in and accessing resources.
  - Two live webinars on topics selected in partnership with the state library.
  - Monthly statistics with names/libraries of those who participated in Trustee Academy and Short Takes for Trustees.
  - Monthly Google Analytics report showing website use by geographic area in your state.

One important note – group membership (option 1 or 2 above) does not include ALA personal membership. If any of the libraries or Friends groups wish to receive American Libraries, they would need to join ALA. Group membership is not a voting membership of ALA, and group members cannot serve on committees or stand for election. In short, group membership is geared toward providing resources and training for Friends, Trustees, and Foundation and provides all the benefits mentioned above and on the attached.

Please let me know if you have any questions or need clarification. We realize option 2 would require some funding assistance from your state library. Many states are using their LSTA funds toward group membership as so many options are available for Trustee training. If I can be of assistance in communicating the value of statewide group membership to your state library, please let me know.

Thank you,

Beth Nawalinski, Deputy Executive Director

United for Libraries The Association of Library Trustees, Advocates, Friends and Foundations

A division of the American Library Association

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