

MINUTES

Friends of the Library Planning Meeting—January 17, 2023

Present:

Suzanne Brownrigg
Frank Coppa
David Gonsalves
Jill Dugas Hughes
Sue Kishlicky
Stacy Krug
Barbara Mootrey
Mya Ni
Julie Ann Price
Liz Reyner
Deb Tagliento
Diann Valenchis

The purpose of this meeting is to plan for 2023. Julie Ann listed the upcoming calendar and important dates:

- February 21 – Board Meeting
- February 23 – Library Advocacy Day
- April 18 – Board Meeting
- April 21-23, 2023 – Spring Book Sale
- April 23-29 – National Library Week
- June 20 – Board Meeting
- September 19 – Board Meeting
- October 13-15 – Fall Book Sale
- October 15-21 – National Friends of the Library Week
- November 1-4 – NYLA Conference in Saratoga
- November 21 – Board Meeting
- November TBD – Volunteer Thank You

LIBRARY ADVOCACY DAY

An important discussion involved Library Advocacy Day. The ideal would be to move toward in-person meetings with the legislators. Libraries from all over the State will be represented and Upper Hudson will be doing a full day of advocacy. We need to make clear how important and vital libraries are to all people. “Hot” topics for the discussions will be on NYLA’s Web site:

<https://www.nyla.org/nyla-advocacy-day-2023/?menukey=nyla>. The question was raised about virtual participation and we were unclear whether that is an option. It was suggested that members write letters of advocacy as well. Diann volunteered to look for a template letter from NYLA. If members do want to physically attend, perhaps there could be a car pool established to take them to the event.

Mya is going to check with her school about getting Columbia students involved in letter writing and Liz is going to reach out to Maple Hill to see if they could participate as well.

Diann is going to work on drafting letters and bullet points that we could use as templates for adults and students. We plan to have the letter emailed to our membership and also available for patrons to sign in person at the library. We can share the talking points and letters with library staff as well. They can mention it at the end of in-person programs.

Letters can be emailed or dropped off at the Circulation desk. Library staff will bring physical letters to Advocacy Day. Two letters could be sent: one from kids and one from adults. Childrens' letters could be made available at Storytime events which are well attended.

Our deadlines are as follows

Jan 24 - 1st draft of letters, bullet points, and in-person suggestions

Jan 27 - 2nd draft letter for review

Jan 30 - final letter to Pam and Sue; Julie Ann to have supply available at the library Circulation desk

Feb 1 - Pam and Sue to email to membership

MEMBERSHIP CAMPAIGN FOR 2023

We can now accept payment online via Paypal. The membership year is January to December but the actual timeline is February to February. We should slowly start to weed out any members who have been inactive for several years and also check whether people would prefer letters or email. Every November will be a clean-up of members.

Discussion of items to track with new members:

- What services do you use at the library?
- How do you use the library?
- Are you interested in volunteering and/or advocacy?

Fields - we will remove the old fields about volunteering and add two new fields:

Interested in Volunteering, Interested in Advocacy

Text - we will add the option of paying via credit card and completing the form online

We would send an email and a physical mail campaign out mid-February

As physical forms come in, they can be divided up between the Membership team for manual entry.

At the end of February, March, and April, Julie Ann would like to get a report of who checked the Volunteering and Advocacy boxes so we can reach out to them as a board.

This would happen in conjunction with the October sale and National Friends of the Library week.

Membership would include the following calendar year.

This would also be a good time to recruit new board members.

FINAL DISCUSSION

Programming for children. Mya suggested a Bingo night (both for kids and adults).

We need to update our social media sites.

We also need to communicate what we use the money we raise for.

Include a list of perks if people donate/participate.

Respectfully Submitted,
Suzanne Brownrigg
January 18, 2023