FRIENDS OF THE EAST LAKE COMMUNITY LIBRARY
4125 East Lake Road, Palm Harbor, FL 34685
Tuesday, December 4, 2012

Meeting called to order at 6:28 p.m. by Pat Hartlaub.

Present:
Board Members: President, Pat Hartlaub; Past President, Carole Jackson; Treasurer, Patty Simone; Assistant Treasurer, Christine Stitzel; Recording Secretary, Susan Wolf **Membership**: Joan Lawler; **Members-at-Large**: Penny Snow, Miriam Lane, Barbara Schultz **Liaisons**: Jerry Griffin, Foundation; Dick Dibert, Advisory Board **Regular Attendees**: Patricia Perez, Library Director, Alex Andrea, Heather Ludlam, Sharon Bressen

Special Recognition: Patricia Perez presented each attendee with her handmade, Adirondack balsam filled holiday ornament/sachet.

Guest: Ron Host of Waddell and Reed Investment Advisors made a presentation to the group proposing a conservative investment alternative for the Friends' checking reserve funds. Since the banks are paying such a minimal interest rate, he suggested a Managed Allocated Portfolio Plus account. He summarized the annualized rate of return since 1999, the history of the company, liquidity, the risks involved and the costs of such an account. Ad hoc committee consisting of Patty Simone, Christine Stitzel and Patricia Perez has been formed to study the proposal further and to bring a recommendation to the full Board for vote in January, 2013.

November 6, 2012 Minutes accepted.
Motion: Christine
Second: Penny

Library Director's Report: Patricia Perez shared information on the outstanding success of the Halloween event in the community room. The teens planned the activities and from 6 to 8 p.m. that evening over 300 children participated in the festivities.

Next, a request was made by the library staff to install a baby changing station in the women's restroom. Carole Jackson made a motion that up to $200 be spent by the Friends for the Koala Kare device. Miriam seconded the motion. Vote to

accept was unanimous. Sharon Bressen, Patricia Perez and Steve Horvat will make sure that the unit will be secure, safe and anchored and that its placement will comply with any handicapped guidelines.

The large trees on the library property are in need of substantial trimming. Four detailed bids were obtained by Steve Horvat. The lowest bid was for $2100.00. Sharon Bressen had some questions about the extent of the trimming. Patricia read the specifications that Hubbard's Service provided. Christine Stitzel made a motion to approve the request for the $2100.00 expense. Patty Simone seconded the motion. Vote to approve was unanimous. These funds are available and were budgeted under Building Support in 2012.

Patricia Perez suggested a holiday bonus for each of the employees. There are 7 full time and 5 part time. Miriam made a motion that the Friends recognize and show their appreciation to the staff with restaurant gift certificates this holiday season with up to $600 total being spent. Penny seconded the motion. Sharon Bressen will check with the Outback Group about their bonus promotion to see if it still applies. Each employee will receive the same amount in their gift certificate. Vote to accept was unanimous.

Membership: Joan Lawler gave her month and year to date report on membership. Lifetime members now number 126. There are 7 active CRC members.

President's Report: It was decided by the group to the keep the Friends' monthly meeting time and day the same. It remains the first Tuesday of the month (unless the library is closed) at 6:30 p.m.

Pat Hartlaub reminded the attendees about the Florida Library Association seminar in Oldsmar on January 25, 2013. Six have signed up to attend.

Employee, Rhonda Settle, has been doing the online class on public library marketing and promotion. She will be sharing her learning experiences with the Friends. Her final paper was a case study using the music concert series as an example of marketing and promoting a library program.

Past President's Report: Carole brought up the brick recognition program. Two more have been purchased. Fund raising committee will consider whether or not to actively promote the engraved bricks in 2013. Friends realize about $65 to $70 per brick sold. Steve Horvat, employee, installs them.

Treasurer's Report: Month end financials for October, YTD and budget to actual were presented by Patty Simone. Carole made a motion to accept the financials. Penny seconded and vote to accept was unanimous.

The expense portion of the proposed 2013 budget has been generated. The individual line items for the income have yet to be finalized. The complete budget for 2013 will be presented at the January Friends' board meeting.

Friends will purchase the Quickbooks program through the library's Tech Soup source for 2013 rather than paying for the online service.

Patty Simone, Sharon Bressen and Barb Schultz will investigate a ruling on non-profits needing to formally approve carryover of funds from year to year. Friends are a 501(c) (3) non-profit organization.

Vice President, Nancy Kerr, has resigned due to other commitments in her life at this time. She will continue to participate in the music concert series and indicates that she will do the first newsletter of 2013. This position is now open. A part of the job description for the Vice President is that person is in line to be President of the Friends. It is succession planning. If anyone is interested in the Vice President position, please contact Pat Hartlaub.

Committee Reports:

Book Nook and Online Sales are reflected in the monthly and year to date financial reports. Heather Ludlam commented on the amount of donations that continue to come in. Projections have been made by the budget committee for 2013 Book Nook and online sales. A decrease in sales is anticipated with the popularity of e-readers.

Community Resource Center (CRC): Barb Schultz is waiting for Fantastic Sams and Crescent Oaks to get corporate approval to become members. After the holidays, she will be actively soliciting more members.

Fundraising Committee: Pat Hartlaub, Joan, Susan, Barb, Patty and Carole will meet again on Monday December 10th at1p.m. to finalize the 2013 plan and generate the income numbers for the 2013 budget. Robert Hood will make a presentation on holding a golf tournament benefit for the Friends of ELCL. Other activities under consideration are a murder mystery dinner theater production in May of 2013, Bling Fling with a donated diamond from the Jeweler's Workshop, antiques road show afternoons at the library and outdoor book sale. A concerted effort will be made by all activities to use the word donation on all materials.

Music Concert Series: There were 71 attendees at the November concert with the Madrigal Singers from ELHS; that was standing room only! Penny Snow reported that the committee is starting to consider participants for the 2013/2014 season. Florida Orchestra Wind Quintet, a Celtic group and Tarpon Springs HS band are under consideration for next season.

Volunteer Appreciation Breakfast: Miriam reports that only 33 have RSVP'd to attend. The same day the teen volunteers are going to Chipotle compliments of Bev de Fabio's winning 25 free meals. It was decided to do the $5 Starbucks gift card for the attendees again this year. 2013 budget will call for changes in the Volunteer Appreciation event. The budget committee has expressed an interest in the Friends hosting it in the community room. Alex Andrea suggested doing the invitations by clipping one to each volunteer's sign in sheet.

Historians: LEGO robotics article will be submitted to the FL Library Journal by Susan Wolf this week. Marlene Williams supplied the pictures.

Advisory Board: Dick Dibert had nothing to report.

Foundation Board: Jerry Griffin had nothing to report.

New Business: Barb Schultz asked that the Friends of ELCL consider becoming members of the CNCN (Council of North County Neighborhoods.) Annual dues are $75.00.

Next monthly meeting is January 8, 2013 at 6:30 p.m. Patricia Perez will be notifying the Advisory Board of the change in our meeting date in January, 2013.

Meeting adjourned at 8:05p.m. Carole made the motion and Miriam seconded it.

Respectfully submitted, Susan Wolf, Recording Secretary