



# GOOD NEWS!



## Read all about it

OFFICIAL NEWSLETTER OF FRIENDS OF EAST LAKE COMMUNITY LIBRARY

### NOTABLE DATES

#### January 29

- Community Concert—  
Doug Demings & the Jewel  
Tones—2 pm (\$10)

#### February 9

- FOELCL Meeting—10:30 am

#### February 26

- Community Concert—  
Peter Fletcher—2 pm (\$10)

#### March 9

- FOELCL Meeting— 10 am

#### March 19

- Community Concert—  
The Mungos—2 pm (\$10)



### A LOOK INSIDE

Page 1 — President's Message

Page 2 — Director Dashboard

Focus on Foundation

Page 3 — Annual Fund Drive

Remarkable Donations

Page 4 — Holiday Happenings

Page 5 — Community Concerts

Page 6 — Community Partner

Did You Know



Greetings and happy 2023! It always seems the end-of-year celebrations fly by in a flash and we are launched into the new year in the blink of an eye. That was certainly true for me this year as I coupled moving to a new home with the holiday hurricane of activities, generating a tsunami of things to do. I have just now bobbed to the surface, and I hope it is not too late to make a few library-related resolutions for the new year. I also hope you will consider joining me in the following pledges so we can make 2023 the best year ever:

1. I resolve to recruit at least one new Friends of East Lake Community Library member. If each current member of FOELCL brought in just one other member during 2023, think of all the good things that could happen! FOELCL members are more informed, more involved and more likely to take full advantage of all the great programs and services the library offers. An increased number of FOELCL members lets other agencies, including some which control potential funding, know East Lake Community Library is highly valued by area residents. An increased Friends roster is a win-win for both the members and the library. Ask your neighbors! Tell your friends!
2. I resolve to increase my gift to the FOELCL Annual Fund Drive. The Annual Fund Drive provides the means to tackle items on the library patrons' wish list, things that just can't be covered by taxes, grants and other government allocations. The primary focus of this year's Annual Fund Drive is the purchase and installation of a drive-up book drop, which has been mentioned by many library users as a desired, helpful addition. Tax-deductible donations to the Annual Fund Drive can finally MAKE THIS HAPPEN!
3. I resolve to take better advantage of the programs and services East Lake Community Library offers. I will visit the library and Friends Facebook pages and library website more often so I can be fully aware of upcoming programs and events, and I will definitely attend the library's open house "Beyond the Books—A Look Inside Your Library" on February 24 to learn the full scope of library offerings.

Together, we can make 2023 a banner year!

*Barbara Cole*  
President, FOELCL



# DIRECTOR'S DASHBOARD

## If it matters to you, it matters to us!

The 2023—2026 Strategic Plan is moving forward: surveys are done, the data tabulated and all comments and suggestions from the library's patrons have been compiled and evaluated. Now what?

What came across loud and clear is, although you are very happy with the library's staff, programs, collections and services, there is always room for improvement. But, even more interesting, is that there were a great many responses which indicated we are not doing an adequate job of marketing and publicizing what we DO have! Our staff would like to rectify that with a special event in February, which happens to be "Love Your Library" month. On Friday, February 24, 3—6 pm, the library will host "Beyond the Books – A Look Inside Your Library," an open house for all ages. There will be manned stations throughout the building to enrich and inform about what the library has to offer. There will be activities, games and prizes for participants, as well as a hilarious Edible Books Contest you may wish to participate in or at least attend to vote for your favorites! Please check the library's website or monthly newsletter for more information, or ask a staff member the next time you're at the library.

The New Year 2023 brings a renewed sense of community, new initiatives and more ways to make your trip to the library a pleasurable one! Thanks to a generous donation, the library will be offering an "Adventure Awaits" series, featuring monthly STREAM programs that include field trips, workshops, guest speakers and hands-on activities for students of all ages. (Read more about it on page 3.) January and February will focus on the night sky—star gazing, a real planetarium and other exciting programs. For seniors, AARP Safe Driving classes are back, and the SHINE representative will be here to help with Medicare assistance. Just want to have fun? Check the calendar for all of the unique programs being offered—everything from the "Scent Event," a journey through the world of perfumery, to "Stitch in Time: Sewing Machines Through the Ages." And don't forget the Sunday concerts sponsored by Friends of the Library on the last Sunday of January, February and April and on March 19. There is an eclectic mix of styles and instruments!



How are your resolutions coming? How about just one more? Resolve to spend MORE time at YOUR community library.

*—Lois Eannel*  
**ELCL Director**

## Focus on Foundation



**By James Cuomo**  
**ELCL Advisory**  
**Board &**  
**Foundation**  
**President**

Every month, every quarter, East Lake Community Library continues to add resources and services to better serve our community. The ideas come from the library's patrons through feedback forms and requests and conversations. Then the work of implementing those ideas gets done by the library's staff and volunteers who shape the patrons' input into creative ways to offer services and acquire materials that align with their ideas.

The ability to deliver these desired new offerings, solutions and spaces comes from you: our wonderful Friends and donors to the library. By sharing your time, talents and treasure, you make it possible for the library to enhance our community today and also to invest for the future.

The ELCL Foundation supports the Library through funding capital improvement projects. 100% of the funds raised by the Foundation go directly to projects to augment the funding that comes from Pinellas County. Having a secured funding path allows our library to fulfill its mission to be the community and culture center for the entire East Lake area. Whether through cash or matching grants, appreciated securities or real estate, or a bequest through a will or living trust, we hope you'll consider the ELCL Foundation as a trusted, viable way for a direct, high-impact opportunity to give back directly within your community.

Learn more about how to create **your** library legacy through charitable giving to the Foundation by visiting: <https://www.elclfoundation.org>.

# 2023 Annual Fund Drive launches in January

*Money raised to be used primarily to install drive-up book drop*

Friends of East Lake Community Library's 2023 Annual Fund Drive is asking supporters to not drop the ball so they will be able to drop something else—their books into a drive-up book drop available 24-7 in all kinds of weather. The drive-up book drop has been cited by library patrons for some time as a convenience they would like the library to offer. The goal of the Annual Fund Drive is to raise \$10,000 between January and the end of April. If the goal is met, purchasing and installing the drive-up book drop will become a reality.

"We have identified a viable spot for the book drop that is

well lit and that will be safe for cars entering and exiting the library parking areas," said Library Director Lois Eannel. "It is also fairly convenient for library staff to retrieve the deposited books."

Donations to the Annual Fund Drive are tax deductible. Gifts may be made by check or by credit card and may be mailed, dropped off at the library or made by going online to [www.eastlakelibrary.org](http://www.eastlakelibrary.org) and then clicking on "Annual Fund Drive". A form should accompany the donation so donors can receive credit for their contribution.

"I hope all East Lake Community

Library's patrons will get in the game and contribute," said Annual Fund Drive Chair Joan McCarthy. "Together, we can score a win for everyone if we reach the Annual Fund Drive goal. The Annual Fund Drive makes it possible for the library to offer programs and services not affordable through regular funding sources."

"A gift to the Annual Fund Drive is also a thumbs up," she continued. "A donation of any amount is evidence of how appreciated the library is and recognizes what a great resource it is and how valuable it is to property values and way of life along the East Lake corridor."

## Library receives donations from variety of sources

Recently, East Lake Community Library has been blessed with unique donations from a variety of sources. The generous gifts, both large and small, are extremely appreciated and will provide funds for "wish list" items to benefit library patrons from the youngest to the oldest.

Most exciting of the benefits provided by recent gifts is the Children's Department "Adventure Awaits" program, which is being made possible through a partnership with Waterford Press, an area business. The promised long-term relationship will bring innovative activities, exhibits and events focused on encouraging appreciation and respect for the natural world primarily, for now, in school-aged children.

"It's wonderful to have additional resources that will allow us to do things just not possible before," said Children's Librarian Susan Schuler. "We can now have three or four new programs a month and expand our STEM offerings to STREAM, adding reading, and STEAM, adding Arts. The new, generous donation of funds and materials has opened a lot of doors for us."

Schuler said the "Adventure Awaits" program will officially kick off with a January 27 family event, "Fun Under the Stars" featuring the St. Petersburg Astronomy Club, the members of which will bring telescopes for viewing. There will also be crafts and other activities all related

to the night sky. Other planned initiatives include bringing in a mobile planetarium for a library event at Brooker Creek Preserve and "Bee Kind", which will focus on pollinators and include honey tasting and presentations by bee research groups and the Florida Wildflower Foundation.

Another exceptional gift to the library was, for the second year in a row, received from Fidelity Charitable Donor-Advised Fund. It was made at the request of a rabbi and his wife who live in Connecticut and was constructed as payment for a membership in FOELCL. A letter sent along with a check read in part, "Even though we have never been to your library, we are happy to join as a member. You are doing such important, patriotic work. American needs an educated populace, and it is too easy to be fed things other than the truth."

A second surprising donation was received from My Campaign Guide LLC, a firm which provides consulting services to political candidates and campaign workers. The donation was made from former Pinellas County Board of Commissioners Member Pat Gerard's political committee, which was being closed following her re-election bid loss last fall. A letter accompanying the donation explained, "The Commissioner directed me to make the donation as she believes the library provides important services to the community. Thank you for all your work!"

# Friends holiday happenings



The Liberato family, standing, from left, Thomas, Catarina, Rafael, Leonardo and Helena, gather for a family picture with Santa Claus. The jolly old elf's annual visit to the library was once again a huge success with 107 people stopping by to enjoy the event.



FOELCL Director-at-Large Michelle Malecinski, above, left, helps unload a truck full of beautiful poinsettias for the Friends annual holiday sale. Below, Director-at-Large Joan McCarthy, left, assists patron Andrea Berg with her purchase.



In the left picture above, Aiden Vogel plays the Snowball Toss game before hopping on Santa's lap.



In the picture to the left, Christian, Gabe and Lizzy Eck tell Santa what they want for Christmas. In the photo to the right, Lizzy asks Santa if he would like to join her the arts & crafts table.



# The sweet sound of music

## Community Concert Series kicks off on January 29

Friends of East Lake Community Library is proud to present its 2023 Community Concert Series. The annual Concert Series is offered as a service to the community. It features four high-quality music events, one in each of the first four months of the year, all of which are designed to be enjoyed by library patrons of all ages at a very nominal cost.

"Each year, we seek out and contract with a diverse roster of talented musicians for the Concert Series," explains Barbara Cole, FOELCL Board president. "Every one of the concerts is unique, and thus, the series has something for everyone to enjoy."

Each of the concerts takes place on a Sunday afternoon, starting at 2 pm. At the conclusion of every performance, a complimentary wine and cheese reception allows those present to mingle, including, at times, with the musicians.

The cost to attend a concert is \$10. Individual concert tickets are now on sale at the library. Tickets will also be sold day-of each concert, but seating at each event is limited so advance ticket purchase/reservations are advised.

The 2023 East Lake Community Concert Series lineup includes:

- ♪ **Doug Deming & The Jewel Tones**, a rockin' rhythm & blues band
- ♪ **Peter Fletcher**, a virtuoso classical guitarist
- ♪ **The Mungos**, a masterful ukulele duo
- ♪ **Pinellas String Quartet**, a brilliant cadre of classical musicians

### January 29 Doug Deming & The Jewel Tones



### February 26 Peter Fletcher



### March 19 The Mungos



### April 23 Pinellas String Quartet



**NOW  
STARRING**

Comprehensive Eye  
& Contact  
Lens  
Exams

Friends of East Lake Community Library  
**Community Partner**

Convenient  
Location



Tara Rusoff  
O.D. F.A.A.O.



Stacey Wenger  
O.D.

Huge  
Selection  
of  
Frames

**East Lake Eye Care**  
3434 East Lake Road, Suite 3,  
Palm Harbor 34685  
727-781-7922

Latest  
Technology

*Please support and thank this Friends of ELCL Community Partner*

## Did you know....

- ◆ **J. EDGAR HOOVER, LIBRARIAN**  
Hoover's first job in Washington, D.C. was as a messenger at the Library of Congress. During the four years he worked there while in law school, he rose through the ranks, eventually landing in the orders department, helping acquire books and other items for the Library's collections.
- ◆ **PASSPORT SERVICES PROGRAM**  
In its first 12-months, ELCL's Passport Services program processed almost 700 passports. Hours for the service have been expanded to include walk-ins on Thursday afternoons.
- ◆ **LOVE YOUR LIBRARY MONTH**  
Love Your Library Month is celebrated during February in libraries nationwide and is aimed at recognizing their value to local communities and to the nation. In addition, Valentine's Day is also Library Lovers' Day, making February a great time to tell everyone just how much you love libraries, particularly ELCL!

## FOELCL BOARD

**Barbara Cole, President**  
**Joan Lawler, Vice President**  
**Jerry Griffin, Secretary**  
**Jim McCarthy, Treasurer**  
**Marcia Giza, Director-at-Large**  
**Michelle Malacinski, Director-at-Large**  
**Joan McCarthy, Director-at-Large**  
**Barbara Schultz, Director-at-Large**  
**Claudia Thomas, Director-at-Large**  
**Bob Weinberg, Director-at-Large**  
**Lois Eannel, ELCL Director (Ex Officio)**  
**James Cuomo, ELCL Advisory Board  
Chairman (Liaison)**

*The purpose of the Friends shall be to promote and enhance library services and facilities of ELCL, to foster closer relationships between the library and its community and to raise funds in support of the library, its materials and resources.*