FRIENDS OF EAST LAKE COMMUNITY LIBRARY, INC.

4125 East Lake Road, Palm Harbor, FL.

Thursday, **April 13, 2023** at 10:00 AM

\* Barbara Cole, President \* Joan McCarthy, Director At Large

🞎 Joan Lawler, Vice President \* Barbara Schultz, Director At Large

\* Jerry Griffin, Secretary \* Claudia Thomas, Director At Large

\* James McCarthy, Treasurer \* Bob Weinberg, Director At Large

\* Marcia Giza, Director At Large \* Lois Eannel, ELCL Director

\* Michelle Malacinsky, Director At Large 🞎 James Cuomo, Chairman – Advisory Board

* In attendance

BYLAWS – ARTICLE II – PURPOSE

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.

**Minutes** submitted by J. Griffin

**Welcome and Call to Order** Barbara Cole

**Approval of Minutes** – **March 9, 2023** (attached) amended to correct spelling of volunteer coordinator name, moved Jim McCarthy, second Claudia Thomas, approved

**Reports**

Library Director’s Report (attached) Lois Eannel

President’s Report Barbara Cole

* + Volunteers and schedule for Rotary Car Show needed.

Treasurer’s Report (attached) James McCarthy

* + Good budget performance, increase to annual fund noted during meeting

Community Partners Report (attached) Barbara Schultz

* + Special outreach to chamber of commerce and suppliers to library planned

Membership Report (attached) Joan Lawler

* + Declining membership, will address with increased marketing plans

Concert Series Barbara Cole

* + Last concert planned in April, will begin 2024 planning in June.

Book Nook Report (attached) Joan McCarthy

* + Third party sales working well, need to explore ebay sales considering some recent donations

Online Sales & Baskets Report Joan McCarthy

* + Basket sales doing well, continue soliciting for basket inclusions

Newsletter Report (attached) Claudia Thomas

* + Current newsletter folded following meeting suggested additional newsletter copies

Facebook Report Claudia Thomas

* + Will continue to coordinate Friends facebook with library

Advisory Board Barbara Cole

* + PHSCA board naming coordinator for member activities. coordinator invited to Friends board meeting

Foundation Lois Eannel

* + Approval of new investment strategy

**Unfinished Business**

Annual Fund Joan McCarthy

Final Payment for Canopy, yet to be started.

**New Business**

Reviewed communication plans with the following suggestions

* + Claudia Thomas moved to change budget line description from advertising to marketing, second Jim McCarthy, approved.
  + Claudia Thomas moved that marketing line item budget be increased to $500, second Jerry Griffin, approved

**Adjournment J. Griffin second Jim McCarthy**

Next Friends’ Board Meeting – **May 4, 2023** at 10:00 AM