

Friends of the Naples Library
November 16, 2020

Attendees: Michele Wernsing, Gail Musnicki, Joy Gardiner, Cathy Fields, Bessie Tyrell, Linda Jones, Susan Larson, Beply Hawks, Brooks Lyon, Ellen Fernandez, Gail Rumsey. Guest: Judy Schewe

Call to Order: Michele Wernsing called the meeting to order at 2:07 (via Zoom)

Approval of Minutes: Ellen Fernandez made a motion to approve the minutes, Gail Musnicki seconded, motion passed.

Treasurer's Report:

Joy Gardiner reported that we have a balance of \$3,023.45. Ellen Fernandez made a motion to accept, Susan Larson seconded, motion passed.

Approval of Brooks Lyon: Prior to our board meeting, Brooks Lyon was approved by an online vote to be a member of the Friends of the Library Board of Directors.

President's Report:

Michele Wernsing brought up the idea of once again giving gift cards to library employees for Christmas. It was supported by board members. Gail Rumsey will purchase four Amazon gift cards of \$50 each. Michele then brought up that our list for our year-end solicitation letter was up to 274 people. She also spoke about attending a library Board of Trustees meeting and encouraging each of them to make a donation. She thought we should get names of past board members to solicit. Joy Gardiner suggested that we look at other letters to get ideas for next year's letter.

Director's Report:

See Judy's submitted Director's report for details. She gave us an update on the accessibility project. Many things have to happen before this project can get underway. Some having to do with the town and sewage system, needing an easement, getting a grant, etc. The newsletter was brought up and it was suggested that our year-end solicitation letter be included in the next newsletter. She discussed that the library had signed up for an AmazonSmile account. This allows people to go through the library to make Amazon purchases and 0.5% of the purchase cost will go directly into the library's account. In December Noah Earl will be doing a Mixology Class online for the library. Noah has worked at Hollerhorn Distilling.

Committee Reports:

Communications and Marketing- Discussion of a possible mid-year letter was suggested. We have an email list of 699 addresses (no names). After much discussion as to how to use this list, it was decided we would purchase Benchmark (which the library already uses), an email marketing platform, at \$142.70 per year to assist us with the list. Bessie Tyrell motioned that we purchase Benchmark, Gail Musnicki seconded, motion passed. Linda Jones and Brooks Lyon have volunteered to work on this.

Fundraising- As donations come in, Gail Rumsey inquired about the possibility of board members sending their own thank you notes to those on their original list of ten names, if a donation is received from them.

Next Meeting Date: January 25, 2021 at 2:00

Adjourned (no motion, or vote taken)

Respectfully submitted,
Gail Rumsey