

FRIENDS OF THE HUDSON LIBRARY  
HUDSON LIBRARY CONFERENCE ROOM  
FEBRUARY 13, 2020

PRESENT: Lynn Remly, Beverly Dorson, Mary Keidel, Denise Gibson, Eunice Friedman, Virginia Fehrmann, Marilyn Orr, Leslie Polott (library director)

CALL TO ORDER: Lynn called the meeting to order at 9:34 am.

LIBRARY UPDATE/FUNDS REQUEST: Leslie reminded the group of the upcoming annual library board meeting February 23, at 1:00. New board members will be elected toward the end of the meeting. The current president Basil Musnuff, and three others are running. To vote, one needs to bring a library card, and be a Hudson resident over the age of 18.

She went on to review some of the upcoming programs at the library. These include; David Baldacci, Eisenhower's granddaughter, Scott Kelly, Mika Brezinski (Morning Show), Mary Allison Roe, Amanda Flowers (Amish writer), as well as others. New programming will include: a program on civility, a history camp on the roaring twenties for tweens, Todd Parr, a kids book author, and art programs. They are planning to increase the number of Hudson walking tours as well as increasing the traveling libraries to Hudson preschools. Emily Duncan, a book author and Hudson teen librarian, is planning a teen fantasy book club. The library is still working with the Hudson Community Foundation to assess interest on a Chautauqua initiative. The wine tasting library fundraiser is being planned for May 1<sup>st</sup> and May 2<sup>nd</sup>. There will be a community activity and a wine tasting event with music and food. Tickets will be \$75 for the wine tasting.

Leslie shared that she had talked with a lawyer about the Friend's non-profit status and the funds we raise for the library. She said that if the group reaches \$50,000 income, we just need to file a Form 1190, and we will not lose our non-profit status.

Leslie requested \$3000 for adult programming. Eunice moved to approve the request, and Denise seconded the motion. Motion approved.

#### REPORTS

SECRETARY MINUTES: Paper copies were distributed, but minutes were not e-mailed to all members prior to the meeting. Denise suggested we table the minutes until everyone has had time to read them. Approval of January 2020 meeting minutes was tabled.

TREASURER'S REPORT: Mary reported that our January income was \$3563. Our expenses were \$3445. She reviewed the financial report page by page. We had 12 new Friends members for a total of \$480. She noted corrections on the reprinted November and December 2019 Income/Expense reports. She also reviewed figures from annual book sales from 2015 thru 2019 and a summary of the sales figures from the last two years of the Educator's and Holiday Sales. It was noted that there was a significant increase in funds raised from the previous year. Marilyn received reimbursement of \$192 for Amazon book sale expenses. Beverly moved to accept the report and Virginia seconded the motion. January 2020 financial report approved.

VOLUNTEERS: Beverly reported 318 volunteer hours recorded in January 2020. She noted that some volunteers say they will come, but then don't. She did some rearranging in the stacks. Sports moved up and languages moved down to bottom shelves. She noted that we are seeing increased book donations now after the holidays. Mary recommended that we request the library cleaning crew vacuum the Friends Book Sale room on a regular basis.

SALES: Eunice reported that she has reminded sellers that they need to save the second copy of the charge slip, and put them in the cash box. Beverly noted the amount of work that Mary does for fiscal and suggested that she keep track of the time she puts in. Eunice notes that sometimes when she contacts new members about volunteering she finds that they are working or not in the area. Beverly shared that most volunteers prefer sorting with no specific time commitment. Denise suggested having a list of volunteers who are willing to be on call sales persons. Eunice said that she talks with the sellers every third Thursday of the month to resolve issues. She thinks there might be a problem with having sellers on an on call list remembering how things work if they don't come in on a regular basis. They may need a reorientation before coming in. The most need is for weekend sellers, as many volunteers do not want to work on the weekend. Denise shared that all new Friends members receive a thank-you note. Anyone who indicates that they want to volunteer is contacted by Beverly. There may need to be increased communication between Beverly, Denise, and Eunice on new members who indicate they want to volunteer.

The issue was raised of phone messages received on our phone not being answered. Eunice said she took one month old message off about a book donation. Beverly said she usually checks if the light on the phone is on. Lynn suggested a phone message-checking schedule for the week. Monday & Tuesday – Katherine Szerdy, Wednesday & Friday – Beverly Dorson, and Saturday & Sunday – Lynn Remly. Our extension is #1035.

ON-LINE SALES: Marilyn reported that the dedicated room in the back of the Friends sale room is working well. She is reviewing previously Amazon listed books and may be pulling some of them so this will give her more storage space. She is seeing more Civil War books. Lynn may notify two persons she knows who are interested in civil war history. Marilyn is rechecking on-line books as now their ranking or pricing may have changed necessitating removal or repricing. She has 950 books listed for sale on-line. She sold 16 this month. A 1995 copy of "An Introduction to Theology," sold for \$35. January total on-line book sales were \$633. One book was returned and one book was damaged in shipping. She ships in padded envelopes via media mail. Multi-volume books she ships in boxes. Shipping costs went up five cents in January. Either Marilyn or Cindy needs to check the books set aside by sorters. Denise noted that it is helpful when Marilyn is there and can tell sorters what to look for. Marilyn said that she has started publishing a summary of books sold that may be helpful to sorters. Some books she is selling have been pulled from the Goodwill donation box. Beverly noted that books in good condition, unusual books, reference, and technical might have Amazon resale value. What sells on line is different than what is selling in the store. Marilyn noted, that right now, she is only accepting books for Amazon resale that are listed at less than 1 million available, not 2 million. Space is the issue. She asked if the library gives us credit for books they take from us for their collection. Evidently they do, but not so regularly now.

MEMBERSHIP: Denise reported that the membership committee met February 5<sup>th</sup>. Katherine Szerdy is unable to join the group right now. Jay interviewed Marilyn Flower and she wanted to review the article before it was published, so there is a slight delay. The article should be published this week in the Hub-Times. Lynn suggested new articles focusing on different types of book buyers: home schooling families, teachers, or parents. The decreasing size of the Hub-Times was mentioned, and the fact that some Hudsonites don't receive it. Again it was suggested that we send articles to Hudson Life magazine, even though it takes a very long time to get anything published.

STRATEGIC PLANNING DISCUSSION:

## #1 WHAT ARE OUR GOALS FOR BOOK SALES IN 2020

Denise talked about the need for planning that matches our goals for 2020. She suggested that Jay might come in and help us to focus our efforts on what we identify as our annual goals. Lynn said that our overall goal is to make as much money as we can for the library. Our sales were hampered by the loss of over \$1000 to the scam company in Texas, but credit cards, and on line sales have helped to increase sales. Since we made approximately \$40,000 in 2019, she suggested that our new goal for 2020 might be \$45,000.

## #2. #3. WHAT PERCENTAGE OF SALES DO WE ANTICIPATE WILL COME FROM THE BOOK STORE VERSUS ON LINE SALES?

	2019	2020
On-line sales:	10%	20% ?
Bookstore:	90%	80% ?

Marilyn noted that the on line sales did not start until March of 2019 and actual selling more like July 2019. Denise suggested that a graph showing online sales would give us a better visual on this. Marilyn has one ready and will bring it to the next meeting.

## #4. WHAT RESOURCES DO WE NEED TO MAXIMIZE SALES IN THE BOOKSTORE?

Discussion focused on the following needs:

Expanding number of sellers & where to get them so we could be open more hours.

Finding more volunteers willing to be sellers. Some suggestions included Service Learning at Hudson High School, Teen buyers, or possibly buyers who come regularly??

Using the "Square Inc" instead of the credit card machine to reduce cost of credit card sales.

Being open consistent hours

More signs that draw people in. We need a sign on Main Street for our Christmas book sale. It was noted that we have two sign frames available in storage.

Being open when library is open, but we also need some time to sort!

Place books that are selling at eye level, but then we need to know what is selling!

We need a calendar of special sales times/dates for stocking small special topic book carts

## #5. WHAT RESOURCES DO WE NEED TO MAXIMIZE SALES ON AMAZON?

Marilyn needs more screeners and people involved. Some suggestions included book club members, library interns, or HHS Service Learning kids. She would like to check all donation boxes and noted that there is potential in the stacks too. Beverly thought that screeners would be most needed at least on Monday, Wednesday, and Friday. She said that we couldn't hold donation boxes because of the space issue. Marilyn discussed what was needed to screen. This included an I-phone or I-pad, and the Amazon Seller's App). Training for new screeners or some kind of orientation will also be needed. Denise suggested tabling our discussion on questions # 6 and #7 until next meeting.

OLD BUSINESS: NONE

NEW BUSINESS: Lynn reminded the board that Beverly Dorson is running for one of the three positions open on the library board. The meeting is February 23, at 1:00 here at the library.

ADJOURNMENT: Marilyn moved we adjourn and Eunice seconded it. Lynn adjourned the meeting at 11:09 am.

RESPECTFULLY SUBMITTED: Virginia Fehrmann, Secretary

NEXT MEETING; MARCH 12, AT 9:30 AM, in the Hudson Library Conference Room

