

FRIENDS OF THE PAUL SAWYIER PUBLIC LIBRARY
MARCH 13, 2023

PRESENT

Board Members: Mary Lynn Collins, Dudley Ellis, Donna Farmer, Judy Goddard, Arba Kenner, Lori Macintire, Margie Moore, Leah Ritter, Julie Roney, Jean Ruark, Judy Stratton, Pat Thomas, Russell Wright, and Charlene VanWinkle.

Others: Cloyd Stratton

The meeting was called to order at 5:02 PM by President Arba Kenner in the Community Room and via Zoom. Roll was taken by Secretary Charlene VanWinkle.

APPROVAL OF MINUTES

The minutes from the February 13, 2023, Friends Board meeting were sent to members prior to the meeting. Minutes approved as corrected.

TREASURER'S REPORT

Arba Kenner presented the February 2023 treasurer's report (attachment #1). A debit occurred for taxes. Checks written for supplies to Judy Stratton and Lanham Media.

MEMBERSHIP REPORT

Dudley Ellis gave the membership report. He reported for February 2023, there were 45 new or renewed members. We have 516 members in good standing. Our database contains 2114 contacts. There were 49 renewal notices sent.

FINANCIAL REPORT

Julie Roney presented the February 2023 bookstore financial report (attachment #2). The store was closed one Monday as it was a holiday. There were sales on the Friday the bookstore was open during the book sale. A donation was received from Henry D. Mills; a thank you note sent. Credit card sales amounted to 33.7% of the total sales for the year. For 2023, 27% of total sales are attributed to the Book Sale events; this percentage indicates the impact of these events.

BOOKSTORE/BOOK SALE REPORT

Judy Stratton reported results of the January 31-February 4 book sale (attachment #3.) It was a very successful sale. Several memberships and renewals were sold.

Mary Lynn Collins reported an important Black History book was recently donated. While PSPL has two copies, Kentucky State University did not own a copy; the book was given to the KSU library.

COMMITTEE REPORTS

Scholarship Committee –Judy Goddard, Chair, stated copies of the scholarship application are available on the library's website with hard copies available in the bookstore and at the circulation desk. Copies were distributed to local schools and Thornhill. April 30th is the scholarship deadline.

Public Relations Committee – Lori Macintire and Leah Ritter, co-chairs, reported they studied the Friends website and walked around the library in order to discuss making the bookstore more visible within the building and the community. Improving visibility from the library front and basement entrances is a priority as well as to increased signage when the bookstore is open. Social media use can be increased to promote the bookstore and organization. Facebook posts can be linked to Instagram. The committee will continue to work on ideas for publicity and will explore if using The State Journal and Cable 10 are feasible. Mary Lynn Collins asked if Friends could have a table at the library's Jazz Fest events.

NEW BUSINESS

Cloyd Stratton provided a bulk e-mail update. The Friends used McAllen Solutions for years as the bulk email service. We recently exceeded their limit of individual emails and moved to Mailchimp. We have now exceeded MailChimp's limit for free email storage. Cloyd compared bulk services and presented several for the Friends Board to review. (Attachment #4) Cloyd discussed costs, ease of use, numbers of mailings, and the advertising/marketing promotions within the services. On-line reviews were viewed. The Board discussed free vs. payment services. The Board voted for Cloyd Stratton to explore the free trial with Sendinblue. Questions the Board would like asked include: what methods of payment are accepted, will our emails include advertising, how intrusive is the advertising, will our database be sold, and is a contract required. Cloyd plans to try the Sendinblue service prior to the next Friends Board meeting for announcing the next book sale event.

LIBRARY NEWS

Library Director Jean Ruark reported she recently met with Franklin County Judge Executive Michael Mueller. Possible joint projects were discussed. Jean shared Judge Mueller does not plan to change the current process

for appointing Library Trustees. He also realizes the generous support provided to the library by the Friends. Current library programming includes Story by Story occurring monthly through October. The last Story by Story included sign language.

Margie Moore, Youth Services Manager, has been attending the meetings of Downtown Frankfort in order to present the library as a vital part of downtown and a good neighbor. The office of Britainy Beshear, wife of the current governor, requested the library attend an April 25th pre-derby event to provide read-alouds and children's activities.

NEXT MEETING – April 10, 2023, at 5 PM in the Community Room and via Zoom.

ADJOURNMENT -The meeting was adjourned at 5:59 PM by President Kenner.

Submitted by Charlene VanWinkle, Secretary