

Franklin Grand Isle Bookmobile Board of Directors Meeting

May 18, 2020 6:30 pm to 8:30 pm via phone conference

Present: Deb Grennon, Vice Chair; Eric Peterson, Secretary / Treasurer; Meg Marshall; Bethany Remmers; Tami Dodge; Heather Moore; Loona Brogan, Director; Hadley Priebe, Marketing Director

Not Present: Tim Smith, Chair;

1. Welcome

2. Review agenda items and agree on time limits. Adjust as needed

Need to assign timekeeper

Loona will keep time

Updates

Hadly

- Setting up previous donor information for Bloomerang
- Working with Loona to get survey for childcare providers to start offering virtual services
- Survey on website
- Researching details of doing a virtual 5k
- Creating Bookmobile promotional materials to go with books dropped off
- Working on signs for the side of the Bookmobile
- Invoice sent to Eric

Loona

- Hoping TDI will do prepping of Bookmobile for the wrap
 - Proposed doing in exchange for advertising
 - Waiting to hear back
- Loona has books in her car, more books on the way
- Most publishers did not have enough of anyone one title
- Over 1,400 books for \$6,000
- Did a lot of work on aligning books with proper age group
- Waiting to hear back from Follite
 - Took down site due to lack of payment
 - They are working on giving us a deal
 - Putting us in as zero patron startup to give us the best rate

- Will adjust cost next year
- Books passed through Cutler Library - from Ingram
 - Eric checking to see if we can pay Ingram directly to keep it off Cutler's books
- Another delivery agreement with MVUSD for 30 students
 - Due to small number, going to really personalize it for their students
 - Creating survey for tutors to get a better idea of what to get for each student

3. Report out from each board member on their 2-3 priorities for the bookmobile

Heather -

- Help finalize partnership with FNESU
- Also happy about the MVUSD partnership

Meg -

- Programming - what is the plan? Talked about with the books
- Use Meg as a resource, she has access to groups of providers can help get the word out
- Loona - for places that can't do a virtual story time, via video chat
- Alternative, we can bring you books, tell us about your kids, we will trade out with more books later - it's on the form

Tami -

- Outreach to providers - giving books if can't do video chat options and changing out periodically

Eric -

- Press release or St. Albans messenger article about being back in action

Bethany -

1. The book distribution to the supervisory unions get a date so we can plan publicity
2. Use as many avenues as possible to get word out
3. Plan for childcare provider outreach

Hadley -

1. Bloomerang setup
2. Virtual 5K
3. Can do press release for program launch, knows people who she could get to do interviews
4. Printouts to go with books being delivered

Loona -

1. Yes find a way to celebrate our return
2. MVSU is a little more sensitive, so might not appreciate the fanfare as much
3. Also capitalize on social media

Can utilize FGI Community Partnership to promote
Meg - Do books and three activities to providers

Deb asked Eric to recap the priorities to create some timelines

Loona - also going to include information about local libraries and their status with the materials
Bethany - Press release, focus it on the book distribution and make sure the supervisory union approves

- Michael Frett covers education for the Messenger, try to get him to cover the story
- Do both press release and reach out to Michael Frett

Eric - can we encourage parents to post pics of their kids with the books or doing activities to our Facebook page

- Try to get picture of the distribution for media

3. Identification of Programming Priorities

- Sounds like supervisory union priorities set
- What about Child care provider priorities?

Meg - sounds like there is a good plan going forward

Tami - agreed, just encouraged Loona to utilize her and Meg as a resource

4. Identification of Marketing Priorities

- Should we consider a contracted finance company to do our finances in the future?