

Franklin Grand Isle Bookmobile Board of Directors Meeting

August 17, 2020 6:30 pm via phone conference

Present: Tim Smith, Chair; Eric Peterson, Secretary / Treasurer; Bethany Remmers; Tami Dodge; Heather Moore; Loona Brogan, Director; Hadley Priebe, Marketing Director

Not Present: Deb Grennon, Vice Chair; Meg Marshall

Report from Executive Committee

- Met last Wednesday to talk about certain goals and programs and how to keep moving forward with those different goals.
- Treasurer - income / expense report attached. Will include Vermont Federal Credit Union Bank Statement in the future.
- New PO Box - PO Box 124 Swanton, VT 05488
- Director's supplemental report
- How much do we want to spend on the current Bookmobile?
 - Currently \$4,000 allocated for wrap.
 - John could not open the file, he got a new one today, waiting for an updated quote.
 - Concern over rusted rivets and those affecting the wrap staying on
- Follow up to the Executive Committee Meeting
 - How do we finish out book distribution
 - Two contracts - const and expense sheet.
 - The Missisquoi estimate came in within the budget.
 - The programs do have potential.
 - Book give away programs are potentially viable.
 - For now this and digital presentation are the only viable options.
 - Doing a story time for one of the books that we gave away.
 - Another option would be to serve childcare providers.
 - We could sponsor training required by grant or a staff member could be a certified provider.
 - Doing training with Deb around this.
 - Would need grant money to see this through.
 - Also talked about bins that could be circulated among childcare providers.
 - Need more feedback from childcare providers or what we could need for kits, to write grants to support these.
 - Other things could do with the Bookmobile.
 - Talked to Swanton Library, the Notch, and the School in Swanton. Could still bring Bookmobile to Swanton Library, drape a sheet and show a

movie on the Bookmobile.

- Need to get inspected and certified by two mechanics first before rolling it out for these activities.
- Books on the floor of bookmobile ready to go out for distribution, with spreadsheet and address for distribution.
 - Will drop those boxes off Wednesday for Tim to get to Bethany.
 - Timeline for other communities - Sheldon almost done.
 - Need just 4 more high school books.
 - Other communities need other orders to come in until we decide if we will order more books or not.
 - Loona is trying to connect with Heather around additional funds to finish up the delivery route to finish out all the other communities.
 - Estimate \$2024 if we don't do high school students.
 - Spreadsheet sent out.
 - Asked about negative numbers in spreadsheet.
 - Some of these are based on duplicates based on children in the same age group within a household.
 - Thus two kids share one book. K-8 who did not have high school students in the same household in Richford have received their books already.
 - Need to hear back from Heather to make decision on how to proceed. D
 - o we include high schools or not?
 - Heard from Enosburg about graduates so we can take them off the list.
 - Get ahold of Heather ASAP about how we want to proceed.
 - Loona will email everyone after hearing from Heather

Americorps recruitment

- Loona and Bethany meeting tomorrow about paperwork.
- We should notify Americorp by the end of the month as to who we choose.
- October to May \$4,000 for 20 hour "Volunteer" or "Member."
- They can help with storytime or grant writing.
- We have received about 8 inquiries.
- Some "applications" are incompleting.
- Some specifically requested Bookmobile.
- Some Americorp sending us thinking they will be a good fit.
- Those that specifically said Bookmobile were sent a follow up letting them know we are reviewing them.
- Are there other organizations offering half-time positions.
- After talking to Olivia, she will only forward to us ones that we really should look at.
- Will respond to all of those from now on.
- Will start October 1st that is the designated service time.
- Hope we will have selected someone by September 1.
- **Tim shared draft budget with everyone.**
- Need Loona and Hadely to look at some of the expenses and confirm them.
- Hoping to have finalized for September meeting.

Marketing & Outreach Director report and discussion

- Presented Bookmobile to Rotary Club.
- Working on wrap with John from Mountain View.
 - Concern over rusted rivets.
 - Afraid the wrap will not hold there.
 - Loona modified the design to avoid this problem.
 - Hadley shared design.
- Instagram up and running.
- Since we are not going out will do Bookstagram to highlight books we are giving away.
- Working on an appeal letter.
- We need an annual report for grant writing purposes.
 - Should we do for calendar year or fiscal year?
 - If we need it now for grant writing, it should probably be for last fiscal year.
- Emergency Communications strategy.
- Have an emergency communication plan.
- What do we do in case of an emergency.
- Who would be spokes person in the event of emergency.
- Discussion on advertising revenue, other fundraising ideas
 - Hadely will draft something and bring it back to the Executive Committee to review for the next board meeting.
- How to charge for advertising revenue since van is not on the road.
 - It is parked and visible, can we still charge and if so do we charge the same rate?
 - Lets get it upland running first with the wrap on then discuss it next meeting.
 - Are there other ways we can promote sponsors, like website, facebook, book giveaway materials.
- Hadley is looking for sponsors for specific things, like sponsor our website, etc. Each board member give five people to add to mailing list. Can be email or snail mail.

Loona's goals for remainder of August and Sept/Oct

- * Get the van exterior in presentable condition *with board's approval*
- * Oversee the repair of the warning light sensors *with Tim assisting*
- Oversee website consulting for Hadley *with Eric*
- * Get our Google listing updated *with Hadley*
- Change of Address Card for Robin Hood Drive address
- Police report for insurance claim on storage items taken, insurance claim

- * Finish FNESU book distribution (2/3rds remains), *with help from deb*
- Report to MVSD on Reluctant Readers Program outcomes (will copy board)
- Coordinate *with Meg and Tami* to create circulating activity bins and policies
- Get our catalog page running and up to date
- Offer book circulation to child care providers
- Facebook Story time 1x per week *with Hadley*
- Seek afterschool program partnership opportunities *with Heather & MVSD*
- * Choose and apply for 2 grants *with Tim overseeing*
- Oversee review of COVID-related relief funding *with Eric*
- * Select, interview applicants, recommend an Americorps member by Sep. 1 *with assistance from Bethany*

- Tim and Loona looking at 5 or 6 grants to pursue.
 - Passed on community foundation.
 - Focus on two - that will be turned over to Americorp person.
 - Loona has enough on plate for now without taking these on.
 - Loona will send out list of possible grants to pursue.
 - Three focusing on. Dollar General 5 - 20k grants.
 - Kellogg Foundation - can ask for programing or operational funds.
 - We will start with the operational one.
 - Spark and Lisa Libraries also looking at.

Hadley's goals:

- I am continuing work on the Book It 5k.
- Social media: I am researching our audience and finding where they are so we are not just yelling into the void.
- I will have more to comment on in September.
- We are going to be using Instagram as #bookstagram Starting this week.
- It will reflect our goals and projects.
- We are also starting story times once a week for Facebook and they will be added to our website.
- Working on getting the newsletter ready to go out for September.
- I am hopeful it will be ready to go by mid month
- Next week I have the appeal letter drafting scheduled to start.
- I have started working on my library certificate. *(Hadley is also recording and producing the StoryTime videos for Facebook.)*

Hadley's accomplishments:

- ❖ Continued getting our contacts imported into Bloomerang

- ❖ Worked with sponsors/advertisers to reinstate ad program
- ❖ Pulled a 5k volunteer team together and begin those logistics
- ❖ Worked with Director in the design of handouts for the book giveaway program
- ❖ Worked with Director to provide online form access from our web site as needed

Loona's accomplishments:

- ★ Bought picture books for MVSD program, distributed materials
- ★ Received and packed FNESU books as in stock, documented
- ★ Distributed packed books for FNESU on 8 bus routes with help (16 remain)
- ★ Respond to "Yes, please bring more books" requests (none received)
- ★ Got bookmobile to Mountain View Graphics (with deb, Thanks!), addressed whether sticking calipers were resolved after MVG suggested it was just rust-- it does appear that it was just rust.
- ★ Moved forward with the contract with Follett for our catalog
- ★ Determined we should transfer the Little Free Library grant or return it
- ★ Began exploring partnerships with child care providers in discussion with Meg and Tami
- ★ Recorded a Storytime with Sidney StorySwine, the storytime pig for Facebook

Follet

- Need tech spec sheets for how labels will look and how layout will look.
- We have invoice, but can't pay until we get tech sheet from them. ○
- nce we get that set up, can move forward.

No old business

Bethany - Motion to adjourn
Tammi second

All approved

Sept 21 next meeting