

**MEETING AGENDA**

**Board of Directors – Friends of the Pikes Peak Library District**

Wednesday, November 8, 2023 5:00 p.m.

ZOOM meeting

**1. Welcome / Call Meeting to Order**

 A. Introductions

**2. Approval of Meeting Minutes** (Rita Jordan)

**3. Pikes Peak Library District Reports**

 A. Teona Shainidze Krebs, Chief Librarian and Chief Executive Officer

B. Lance James, Executive Director PPLD Foundation

**4. Operations Coordinator Report** (Beth Crumrine)

**5. 2023 Calendar of Activities**

**6. Committee Reports**

 A. Executive (Officers)

 B. Membership (Wendy Stotts)

 C. Program (Birdie Miller)

 D. Book Sales (AnnEliz Harford)

E. Branch Libraries (Birdie Miller)

 F. Communications (Meg Shaver)

 G. Finance (Sue Gilbert)

 H. Historian (Bev Diehl)

**7. Discussion / Action Items**

1. Committee Goals for 2024 (Rita Jordan)
2. 2024 Program Sponsorships (Sue Gilbert)
3. Latina Voices future (Birdie Miller & Rita Jordan)
4. Sign up for December meeting food

**8. Next Meeting** – Wed, December 13, 2023 – 1:30 pm; Penrose, Columbine A

 Joint meeting with Branch Friends

**9. Adjournment**

**BOARD MEETING MINUTES**

**Friends of the Pikes Peak Library District**

Wednesday, October 11, 2023 – 5:00 p.m.

The Hall at PPLD – Lower Classroom

1. Welcome / Call Meeting to Order: 5:05 pm
	1. Introduction – Rita welcomed the group.
2. Board members present: President, Rita Jordan; Vice President Birdie Miller; AnnEliz Harford; Bev Diehl; Meg Shaver, Wendy Stotts, Carey Whitfield and Terry Zarsky (via Zoom). Others present: Beth Crumrine, Friends, Operations Coordinator; Tammy Sayles, Chief Public Services Officer, and Deputy Chief Librarian and Lance James, Chief Development Officer & Foundation Executive Director
3. Approval of Meeting Minutes (Rita Jordan). The minutes of the September 13th Board Meeting were approved with no corrections or additions.
4. Pikes Peak Library District Reports
	1. Tammy Sayles, Chief Public Services Officer, and Deputy Chief Librarian. Tammy reported that PPLD budget has been approved which includes a 5% cost of living increase for all staff. A Facilities Master Plan is being prepared and PPLD is currently conducting a Community Survey. There will be a Holiday Party for all staff in November.
	2. Lance James, Chief Development Officer & Foundation Executive Director reported that the Foundation received a $50,000 Estate Gift for Old Colorado City Branch Library. Plans are going well for Night at the Library. The Individual Giving Coordinator in his office has accepted another position.
5. Operations Coordinator Report – AnnEliz gave the report for Beth. Plans for the Fall Big Book Sale are all in place. Volunteers have been recruited and all spots are filled. The September Book sales total was $13,497. AnnEliz distributed the chart showing the Board Member assignments and responsibilities. Next year, please have the October Board Meeting at East or via Zoom.
6. 2023 Calendar of Activities (Rita Jordan). Rita referenced the 2023 Calendar of Activities. An interview of a potential new board member, Beth Austin is scheduled for Tuesday, October 17th @ 5:30 pm via Zoom. A correction: the November 8th Board Meeting is at 5:00 pm via Zoom.
7. Committee Reports
	1. Executive (Officers) – Rita referenced the Executive Committee Report and the Treasurer’s report.
	2. Membership (Wendy Stotts) - The Membership Committee Report was referenced. We are having a problem with Pay Pal. Some of the Credit Cards on file for renewal have expired or have been cancelled. Erica is going to do some research. Meg suggested that with WIX, we could have everything in one place. She will work with Wendy and research costs. Mailchimp will probably not be used going forward.

The staff discount for membership was well received at the event on 2 October. This was the PPLD Staff Workshop. Twenty new staff members joined. Our team talked to about 75 people.

* 1. Program (Birdie Miller) – Birdie referenced the Program Committee Report. We did have more than 120 attendees at Latina Voices. Bev Diehl reported on Sip ‘n Shop.
	2. Book Sales (AnnEliz Harford) - the Fall Book Sale is ready to go. We are well staffed for volunteers and have 700+ boxes of books. The vendor we have used to take all left-over books has agreed to do this again.
	3. Branch Libraries (Birdie Miller) – Birdie referenced the Branch Library Committee Report. Recruitment of new volunteers for Manitou Springs, Fountain, Sand Creek and Ruth Holley is the major focus.
	4. Communications (Meg Shaver) - The Communications Committee report was referenced. We had 1053 site sessions and 746 unique visitors. 86% of the visitors are new and 14% are returning.
	5. Historian (Bev Diehl) – Bev referenced the Historian Committee Report Board. She has composed an article for the newsletter about Frank Waters.
	6. Finance Committee Report (Sue Gilbert) Sue was not present. The Committee will bring a recommendation to the Board for a new Accountant in January 2024.
1. Discussion / Action Items
	1. New Vision and Mission Statements.

Wendy moved and Bev seconded the approval of the new Vision and Mission Statements. The motion passed unanimously.

**Vision:** A diverse and energetic community which values the Pikes Peak Library District’s central importance, resources, facilities, and services.

**Mission:** The Friends of the Pikes Peak Library District supports the Pikes Peak Library District in providing programs and spaces that cultivate belonging, personal growth and strong communities. We achieve this by:

* Growing and retaining a thriving, diverse membership
* Recruiting and leading strong, dedicated volunteers
* Providing affordable books for library patrons through our bookstores and book sales
* Raising money through book sales, programs, membership, and donations
	1. The Nomination Committee (Wendy Stotts, Terry Zarsky and Pat Webb will be contacting each Board Member to ask for nominations for the positions of President and Secretary.
	2. The Annual Meeting is Saturday, January 27th at 10:30 am in the Western Window Bay of Library 21C. The Golden Quill award winner for 2023, Barbara Nickless will be the keynote speaker.
1. **Next Meeting – Wednesday, November 8, 2023 via ZOOM @ 5:00 p. m.**
2. Adjournment - 6:16 p.m.

**November 2023 FPPLD Operations Report**

|  |  |  |
| --- | --- | --- |
| Sales for October | (Gross) |  |
|  | Amazon | $1,415 |
|  | eBay | $4,045 |
|  | Web storefront | $130 |
|  | East Bookstore | $4,030 |
|  | Library 21C | $1,774 |
|  | Penrose | $461 |
|  | Fall Big Book Sale | $13,865 |
| TOTAL SALES |  |  |
|  |  | $25,720 |

Our current regular volunteer count is 42 for District Friends with volunteer hours totaling 554. The book sale used 82 volunteers with 538 hours worked.

A post-Book Sale meeting/party was held with a dozen invited volunteers participating to share feedback about the October sale and give ideas for future improvements. A great turnout with impressive results.

Due to reports of theft from the East Bookstore after staffed hours (and catching a perpetrator in the act), it was decided to expand staffed hours an additional two hours Monday through Thursday, and to close the security gates at the end of the last shift. Additional volunteers are in various stages of onboarding, and we should be good to go with the new schedule the week before Thanksgiving. New hours will be 10-6 Monday through Thursday, 10-4 on Friday and Saturday.

Work on the Volunteer Manual is proceeding.

Submitted 11/7/2023

Beth Crumrine

**Friends of Pikes Peak Library District**

**2023 Calendar of Events**

**January**

January 11 Friends Board Meeting – 4 pm – East Library

January 14 Friends Annual Meeting – 10am – 21C

**February**

February 8 Friends Board Meeting – 4 pm – Sand Creek Library

February 11 Membership Drive - 1 - 3 pm - East, 21c & Penrose Libraries

**March**

March 8 Friends Board Meeting – 4pm – East Annex, East Library

March 10 – 12 Friends Spring BIG Book Sale - East Library

March 11 *Kindergarten Roundup* - 1pm - Sand Creek Library

March 17 Branch Meeting – 1pm - Cheyenne Mountain Library

**April**

April 4 Library Giving Day

April 8 Meet the Author – 1pm - East Library

April 12 Friends Board Meeting – 4pm – Rockrimmon Library

April 14 *Homeschool Resource Fair* – 10:00 am to 1:00 pm – Library 21C

 Worked by Bev, Sandra, and Meg,

April 23 – 29 National Library Week

**May**

May 3 Get on Board 4:30 to 6:30 pm – Penrose House

May 6 *Mountain of Authors* - Library 21c – 12 noon to 4:30 pm

 Worked by Meg, Rita, Wendy, Birdie and Terry

May 11 Friends Board Meeting – Thursday 4pm – ZOOM meeting

**Board Objectives**: Preparation for Literary Awards event

**June**

June 3 Literary Awards Luncheon – 11:30 - Doubletree Hotel

June 7 *Summer Lawn Concert* – 6:00 to 7:30 pm – Manitou Library

June 10 History Symposium - 9:30 am - 1:00pm - East Library

June 14 Friends Board Meeting – 4pm - Library 21c; Ent Conference Cntr

June 14 *Summer Lawn Concert* – 6:00 to 7:30 pm – Old Manitou Library

June 21 *Summer Lawn Concert* – 6:00 to 7:30 pm – Old Manitou Library

June 28 *Summer Lawn Concert* – 6:00 to 7:30 pm – Old Manitou Library

 Worked by: see event schedule

**Board Objectives:** Review Literary Awards event

**July**

July 5 *Summer Lawn Concert* – 6:00 to 7:30 pm – Old Manitou Library

 Worked by: see event schedule

July 12 Friends Board Meeting – 4pm – East F1

July 12 *Summer Lawn Concert* – 6:00 to 7:30 pm – Old Manitou Library

July 15 Meet the Author - 1:00 - East Library

July 21 *Summer Adventure* Party - 10:00 am to 12 noon - East party;

 George Fellows Park (behind EA library)

July 26 *Summer Adventure* Celebration; Steve Weeks concert -

 6:00 to 7:30 pm - Old Manitou Library

July 28 *Summer Adventure* Party – 10:00 am to 12 noon - (Aga Park)

**Board Objectives:** Prepare for BOD Retreat

**August**

August 4 *Summer Adventure* Party – 10:00 am to 12 noon - Venezia Park

August 4 *Summer Adventure* Celebration; Steve Weeks concert -

 6:00 to 7:30 pm – Limbach Park, Monument

August 9 Friends Board Meeting – 4pm – East F1

August 11 *Summer Concert* - 6:00 pm – Palmer Lake Village Green

August 18 *Summer Concert* - 6:00 pm – Palmer Lake Village Green

August 25 *Summer Concert* - 6:00 pm – Palmer Lake Village Green

August 26 Friends Board Retreat - 8:00 - 4:00 - Penrose House

**Board Objectives:**

* Preparation for Latina Voices event
* Initiate bylaws review / amendments

**September**

September 13 Friends Board Meeting – 4pm – East F1

September 20 Branch Friends 3rd Quarter mtg - Sand Creek Library - 1:00 pm

September 30 Latina Voices – 10:30 am - 21c Library

**Board Objectives:**

* Preparation for Fall BIG Book Sale
* Initiate PPLD Sponsorship process
* Initiate Nominating Committee process

**October**

October 2 PPLD Staff Workshop - East Library (2 time slots for Friends)

October 11 Friends Board Meeting – **5pm** – Hall at PPLD; lower level classroom (formerly Knights of Columbus Hall)

October 13 - 15 Friends Fall BIG Book Sale - East Library

October 15 – 21 National Friends of the Library Week

October 21 Night at the Library (Foundation Gala) – 5:30 pm - Library 21C

**Board Objectives:**

* Initiate Volunteer of the Year nominations
* Prep annual budget
* Approve PPLD sponsorships for upcoming year

**November**

November 8 Friends Board Meeting – **5pm** – ZOOM

**Board Objectives:**

* Select Volunteer of the Year (Executive Committee)
* Initiate creation of upcoming year’s committees / goals

**December**

December 2 Yule Ball - afternoon

December 3 Holiday Sip n’ Shop – 2pm – East Library

December 13 Friends Board Meeting – 1:30pm – Penrose Library – Columbine A (joint meeting with Branch Friends Group)

**Board Objectives:**

* Complete officer elections
* Approve annual budget
* Approve PPLD sponsorship Agreement
* Complete Operations Coordinator annual review

**Executive Committee Report**

**November 2023**

**Committee Members**

Rita Jordan, President

Birdie Miller, Vice President

Sue Gilbert, Treasurer

**Committee Responsibilities**

The members of the Executive Committee consist of the four elected officers and the immediate Past President. The immediate Past President shall serve in an advisory capacity without a vote and regardless of the ten-year term limitation. Friends employees and PPLD staff representatives are considered ex-officio members of the Executive Committee and are invited to meetings of the committee on an ad hoc basis. The Executive Committee shall meet at the call of the President as often as necessary. The Executive Committee shall set the time and place for all meetings of the Board, approve the members of the Nominating Committee as appointed by the President and perform duties as the Board may designate.

**2023 Special Projects**

1) Fully populate the Board to 15 members

2) Conduct the biennial retreat / create strategic plan

3) Track progress on officer / committee special projects

**Committee Updates**

1) The Board has moved up to twelve members; the Secretary position remains open. Beth Austin was interviewed and enthusiastically approved to join the BOD.

2) The Friends BOD Retreat generated several action items for various committees.

3) Working on a MOU (Memorandum of Understanding) for the relationship and common purposes between the Friends and PPLD.

**Friends of the Pikes Peak Library District**

**Membership Committee Report November 2023**

**Committee Members:**

Wendy Stotts, chair

Trish Clancy

Sandra Damm-Hamblin

Beverly Diehl

Erika Graham

Meghan Shaver

Terry Zarsky

**Committee Responsibilities**:

The Membership Committee shall encourage membership in the Friends by actively recruiting and retaining members.

**2023 Projects:**

1. Coordinate a Friends Membership Drive.
2. Facilitate membership presence at sponsored events when appropriate and feasible.
3. Coordinate with PPLD Collection Management to provide an online book recommendation resource on the new Friends website.
4. Determine best method (mail/email/other) for membership renewals.
5. Review/update Membership levels.

**Membership Statistics:**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **Jan** | **Feb** | **Mar** | **April**  | **May** | **June** | **July** | **Aug** | **Sept** | **Oct** |
|  |  |  |  |  |  |  |  |  |  |  |
| Junior Bronze | 6 | 7 | 9 | 9 | 9 | 9 | 9 | 9 | 9 | 8 |
| Adult Bronze | 154 | 158 | 201 | 176 | 177 | 176 | 172 | 171 | 189 | 232 |
| Family Bronze | 286 | 292 | 375 | 304 | 303 | 310 | 308 | 309 | 304 | 403 |
| Senior Bronze | 162 | 162 | 174 | 168 | 171 | 170 | 170 | 169 | 164 | 180 |
| Ind Silver |  |  | 1 | 1 | 1 | 2 | 3 | 3 | 3 | 4 |
| Senior Family Bronze | 183 | 193 | 206 | 192 | 183 | 176 | 172 | 177 | 168 | 194 |
| Family Gold Level | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 |
| Lifetime | 324 | 324 | 324 | 324 | 324 | 324 | 324 | 324 | 324 | 324 |
|  |  |  |  |  |  |  |  |  |  |  |
| Total: | 1117 | 1138 | 1292 | 1176 | 1170 | 1169 | 1160 | 1164 | 1163 | 1347 |
|  |  |  |  |  |  |  |  |  |  |  |
| Households: | 797 | 808 | 897 | 834 | 835 | 833 | 828 | 830 | 836 | 938 |

NOTE: 207 members are on auto-renewal to date (up from 176)

NOTE: Passing 1,300 for the first time is cause for celebration, however, at the moment, only 34 of 120 households with October renewals have renewed. There is a thirty-day grace, so that number may improve slightly. At the moment, the renewal rate is 28%, and I notice that March is the only other month with a renewal rate that low. So we are back to the question, we gain a lot of members with the book sales, are there ways to retain more of them?

**MailChimp:**

Subscribers: 1871 subscribers, up from 1811

Friends Members: 821, up from 748

Lifetime Members: 137

**Renewal Statistics**:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Renewals | Deleted | Total: | Percent renewing: |
| January  | 7 | 9 | 16 | 44% |
| February | 20 | 14 | 34 | 59% |
| March | 31 | 79 | 110 | 28% |
| April | 7 | 8 | 15 | 47% |
| May | 14 | 17 | 31 | 45% |
| June | 13 | 14 | 27 | 48% |
| July | 12 | 15 | 27 | 44% |
| August | 6 | 10 | 16 | 38% |
| September | 26 | 24 | 50 | 50% |

***BookBrowse:***

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | **Jan** | **Feb** | **Mar** | **Apr** | **May** | **Jun** | **Jul** | **Aug** | **Sep** | **Oct** |
|  |  |  |  |  |  |  |  |  |  |  |  |
| IP Logins | 15 | 27 | 98 | 214 | 58 | 71 | 67 | 38 | 77 | 39 |
| Remote Access | 46 | 397 | 203 | 103 | 84 | 226 | 278 | 256 | 275 | 236 |
| Page Views | 115 | 1199 | 1939 | 882 | 1053 | 1908 | 1805 | 1825 | 1762 | 1526 |

Membership Committee Discussion Items:

Trish Clancy has agreed to be a non-Board member of the membership committee and will assist with some of the membership duties.

The Membership Committee would like to recommend that we make the $10 PPLD special membership a permanent feature, and that we commit to attending the Resource Fair annually.

To be considered: a $10 discounted membership for teachers as well. The membership committee feels we should start now with PPLD staff, and consider adding teachers in the future.

The Membership Committee will not be planning a specific Membership Drive in 2024. We will have a membership table at as many Friends-sponsored events as possible.

National Friends of the Library Week: The Membership Committee will budget for a “passive” contest, like the Valentine’s Day contest, where Friends members can enter a drawing to win 5 prizes (Monday through Friday) during Friends of the Library Week. We will budget for nicer prizes than the ornament. Perhaps a book-themed tote bag and insulated mug.

Erika is looking into membership management software to replace our outdated and labor-intensive spreadsheets.

Bookmarks: At one time we had bookmarks specifically geared toward joining, that we intended to put into any outgoing book in our book sales locations, and we could use them for the book sales. Those have gone by the wayside for the “At a Glance” bookmarks. Should we bring them back?

 **Program Committee Report**

**November 8, 2023**

**Committee Members**

Birdie Miller (Co-Chair)

Linda DuVal (Co-Chair)

Sue Gilbert

Meg Shaver

Bev Diehl

Aida Richardson

Sandra Damm

Terry Zarsky

Carey Whitfield

**Committee Responsibilities**

The Program Committee shall organize and sponsor programs that enhance the Friends and PPLD’s missions and make the community more aware of PPLD’s purpose. The Program Committee Chairperson is responsible for appointing sub-committees to organize programs.

**2023 Special Projects**

1. Explore modifications to the Latina Voices event to include locations, format and potential sponsors. (**Accomplished**)

2. Expand the number of sponsors for the Literary Awards. (**Accomplished!**)

3. Offer four Meet the Author events (annual meeting, April, July and October) and expand the diversity of presenting authors. (**Did not offer four events, only three**.)

**Committee Updates**

Members of the Latina Voices sub-committee, the Program Committee and the Board of Directors met on Wednesday, October 25, 2023 @ 6:30 pm via ZOOM.

The main purpose of this meeting was to reflect on Latina Voices.

1. **Latina Voices** – Observations, concerns, feedback, recommendations and

-Serve a continental breakfast in the future, not a lunch.

 - Give a book or flowers to each honoree at the end of the program in the future.

- Let the honorees speak in person, do not use the videos at the event. We can use the videos on our website.

-Videos were too long.

- What was the feedback from our sponsors?

- We need to send thank you notes to the sponsors.

- The key to success for Latina voices is a lot of outreach and communication.

- The advertising was excellent. (Website, videos, flyers, social media, podcasts and in-person attendance at several meetings/events before the event.)

- The date for Latina Voices next year is September 21, 2024. The library will open at 10:00 am. We will serve light breakfast before the program starts. The Program will start at 11:00 am and run for 90 minutes. Linda and Aida have met and selected the honorees and the entertainment.

Latina Voices Financials were prepared by Sue Gilbert. We received $1,700 in sponsorships and spent $1,312.78. We raised **$387.22** and did not use the $1200 that had been budgeted for this event.

2. **Literary Awards 2024 – June 1, 2024**

The Frank Waters Award will be presented to Mark Lee Gardner, the Golden Quill Award will be presented to Donna Guthrie and the Best Friend Award will be presented to Jim and Mary Ciletti. All of the honorees for 2024 live in the Pikes Peak Region and are well-known which means that we may have good attendance at the event.

We should start now asking for sponsorships for the 2024 Literary Awards event.

Recommendation: Increase the Frank Waters award to $2,000 and the Golden Quill award to $1.000.

3. **Sip and Shop**: **Sunday, December 3, 2023** - Holiday Sip n’ Shop – 2pm – East Library

The first notice has gone to staff in the in-house Bookmark.  We already have 31 RSVPs.  Jeremiah will include an invitation in a later Bookmark as well as a reminder in late November.

We plan to have the same Friends' bucks to give attendees, one of the reading lamps and maybe something else.

Refreshments will include a fruit tray, veggie tray, Charcuterie boards, cookie tray, nuts, candies etc.

Meg is doing the games.

Playing for Pizza – the branch(es) that win will receive a pizza party for the staff.

**Door Prizes Received:**

Prize from Big R

 Prize from the Diehl’s

 Prize from Accolades Gym

Family Fun Ice Skating Package from Broadmoor World Arena Ice Hall

 Tickets and Popcorn from Roadhouse Cinemas

**We need more door prizes valued at $35 -$50.**

All Board Members are encouraged to attend.

**Branch Libraries Committee Report**

**November 8, 2023**

**Committee Members**

Birdie Miller, Chair

Gloria Lesher, Secretary (High Prairie)

Friends’ representatives from Branch libraries

**Committee Responsibilities**

The members of the Branch Committee consist of representatives from the various Branch library Friends groups. The “mission” of the Branch Friends is to connect with other Branch Friends groups, share ideas and information, and build cohesiveness between Branch Friends. This mission was decided upon by its members when the group/committee first formed. The Branch Committee meets quarterly to receive reports from the Friends BOD, the Foundation and PPLD and to share information regarding their activities.

**2023 Objectives**

1) Finalize Branch Guidelines

2) Recruit Friends volunteers for selected Branches

3) Explore opportunities to enhance the interaction with regional libraries

**Committee Updates**

At the 3rd Quarter Meeting in September, Beth Crumrine volunteered to create an ad on Volunteer Match for each Branch that needs more volunteers. I am happy to report that Ruth Holley has 2 new volunteers who responded to the Volunteer Match ad and one new volunteer who spoke to someone at a Friends’ event.

Fountain has one new volunteer who was referred by PPLD Staff. Bernice is scheduled to meet with 2 more potential volunteers during the week of November 6th,

Sand Creek received one response to the Volunteer Match ad. Bev plans to meet with that potential volunteer soon. One of the Sand Creek Library volunteers is considering becoming a Friends’ volunteer.

There have been no responses for Manitou Springs.

Friends Volunteer of the Year nominations are due on November 15th.

**Recruitment of Friends volunteers for selected Branches**

We need to recruit Friends volunteers for Manitou Springs, Fountain, and Sand Creek.

**2023 Quarterly Meetings**

First Quarter: Friday, March 17th @ 1:00 pm at Cheyenne Mountain Library

Second Quarter: Wednesday, June 7th @ 1:00 pm at Monument Library

3rd Quarter Meeting - September 20th – Sand Creek Branch Library @ 1:00 pm

4th Quarter Meeting – December 13th @ 1:30 pm @ Penrose Library – Columbine A - Joint Meeting with the District Friends Board

**The first quarterly meeting in 2024 will be held at the Ruth Holley Branch, date and time TBD.**

**Communications Committee Report
November 2023**

 Committee Members

Meg Shaver
Beverly Diehl
Sandra Damm
Birdie Miller
Linda DuVal
AnnEliz Harford

Committee Responsibilities

The Communications Committee is responsible for the development and distribution of quarterly Friends e-newsletters, managing and updating the Friends website, coordinating communications opportunities with PPLD Communications staff, coordinating marketing opportunities from sponsored PPLD programs, and other communication efforts.

2023 Special Projects

1. Develop a brand standard communication system (both internal and external) to include a goal of 8 email / social media blasts/posts; four of which will be the quarterly newsletter consistently published on the 1st Monday of January, April, July, and Oct.

2. Seek out/develop a minimum of four public awareness opportunities where Friends reps can speak at and/or orchestrate an awareness campaign.

3. Launch and maintain the new website

Committee Updates

1. **Website**

 We had 1,298 site sessions and 946 unique visitors in October (this is up 20% and 13% respectively): 86% of the visitors are new and 14% are returning

Insight reports indicate that:

1. Mobile users make up 62% last month
2. The avg session duration was 2 min 36 sec
3. Direct traffic, Google searches, ppld.org and checkout.square searches were all up significantly this past month. We did see a 20% decline is searches from Facebook.
4. The “Thankful for” page was the most visited page, followed by the Calendar and then Donate

Website improvement/maintenance from October and going into November:

* + Home Page
		- Holiday Shopping with link to online store was added
		- Added an animation button regarding the pre-Black Friday Sale
		- Volunteer of the Year form was added to get nominations
		- A lightbox was added to get “What people are most grateful to the library for” – this will be used on the home page starting next week to celebrate Thanksgiving
	+ Volunteer Only page,
		- Added the Halloween Costume rules and then took that down on Nov 1
		- Added the Fall Book Sale by the Numbers Info that Beth requested
		- Added the Sip & Shop light box
	+ About us page,
		- Updated the Mission and Vision statement
	+ Upcoming,
		- Add our new Board Member to the Meet the Board page
		- Add the Thankful For to home page
		- Work on ideas for the “Twelve Days of Christmas” campaign on the website emphasizing what the Friends will be doing each month (12 months) of 2024 to support the library

**2. Publications / Email Blasts Report**

E-blasts and Newsletter:

* Sip & Shop E-blast went out in PPLD’s Bookmark
* Another Sip & Shop E-Blast will go out this week, asking members if they would like to donate anything to be given as prizes (if a member owns a biz to donate a gift certificate or an item, or if a member is a crafter/artist and wants to donate a piece)Q4 Newsletter newsletter went out on Oct 1 with 1264 opens and 279 clicks
* The most popular links were (1) Sip and Shop, (2) Night at the Library event, (3) History article, (4) the Cheyenne Branch news and (5) the Ute Pass Branch news

Email Blasts included

* Final Book Sale Reminder

Booksale

* Worked with Beth to update the Book Sale price List posters
* Am working on a slide show to have looping during the book sale that shows what the Friends do

**3. Looking to the end of 2023 and into 2024**

* Updated the Donations Bookmark
* Sip & Shop Posters (two sizes- 8.5 x 11 and 5.5 x 5.5): Done – just need to print and distribute. These are to hang in staff lounges

2024 Promotional Items:

Meeting scheduled with Sue this week to discuss budget

**Friends of the Pikes Peak Library District**

**Finance Committee Report**

**November 8, 2023**

**Committee Members**

Sue Gilbert

Jane Thacker

Erika Graham

**Committee Responsibilities**

Provide oversight on the fiscal management practices and procedures of the Friends of PPLD. Areas of oversight include: annual budget, recommendations on annual financial contributions to PPLD, periodic review of external vendors used for managing finances, and periodic review of hardware inventory. Provide back-up to Treasurer duties.

**2023 Special Projects**

1. Review computer inventory and develop replacement plan for equipment. ***COMPLETED***
2. Evaluate vendors for cost effectiveness and service levels. ***COMPLETED.***

**Committee Updates**

The Finance Committee did not meet in October. The next meeting will be in early December.

Current Projects:

* Accountant Search – RFP was sent to 10 accounting firms on October 23,2023. The RFP responses are due by Nov. 11th. Goal is to make a recommendation to the Board no later than the January 2024 Board Meeting.
* 2024 Budget Process has been reviewed by the Finance Committee. The timeline:
	+ Oct. 23 – sent out budget spreadsheet with notes and cover memo to Committee Chairs and Beth.
	+ Nov. 6– 10– Sue meet (in person or via a call)  with program chairs and Beth to  review the budget.
	+ Nov. 17 – Sue will finalize draft of budget and send to Program Chairs and Beth.
	+ Nov. 27– Program Chairs and Beth send any final changes to Sue.
	+ Dec. 4 or 5 – Sue will review budget with Finance Committee.
	+ Dec 7-8– Sue reviews with Executive Committee.
	+ Dec. 13 – Sue presents to Board for review and approval.

**Historian’s Report**

**November 2023**

1. Continued outreach to Collection Management concerning Frank Waters’ titles. PPLD staff will examine the potential for a book club set of The Man Who Killed the Deer and will seek adding missing titles to the circulating collection.
2. Attended Night at the Library gala and talked joining Friends to table mates.
3. Helped to orient a new Friends book store volunteer for Sand Creek. Janele Johnson was already a library volunteer, is about to join the Friends, and is already helping to keep the book sale wall organized. We are still working to order and pay for the lounge chair.
4. Preliminary planning for Sip and Shop indicates that we will try the same format this year before which will continue to foster a partnership. The second notice did not make last week’s Bookmark, so I am hoping for this week and to see a rise in responses. I have checked with the three ineligible responders and encouraged joining the Friends’ cadre of volunteers. The program committee is seeking door prize donations, several fun games for branch teams to play, and more sales inventory.
5. Further, I accidentally recruited about 75 items for either online or Sip sale. AnnEliz, Beth, and I are considering the best plan for those. As well, we three placed an order for wholesale-priced items to sell or to give attendees.
6. Still working to collect as many records, reports, clippings, and publications from the period of 2002-2023 Friends’ efforts. I have begun adding the welcome membership and financial numbers to the history outline. Laura Ettinger and I have not yet made the swap of her collection.
7. I continued work with the membership, programs, and communications committees. Getting announcements of the annual meeting info to publication. Beining a draft of the year’s highlights sheet for the meeting’s program.
8. Spent some busy hours with the successful book sale.
9. Researching for the January newsletter moment in history.

**Friends of the Pikes Peak Library District**

**2024 Proposed Sponsorships for PPLD**

Background: Rita, Birdie, and Sue met with Lance James and Tammy Sayles to review 2024 program sponsorship opportunities. We discussed being the sole sponsor for a program. Per Lance, he shared that being the exclusive or sole sponsor may limit other potential sponsors who are also interested in specific programs. He suggested that we could be the “presenting sponsor” which helps both PPLD and the Friends achieve our goals.

In addition, feedback on 2023 sponsorship was solicited input from Meg, Bev, Sandra, Carey, Birdie, Rita, and Sue. Feedback on 2023 Sponsorship and goals for 2024 from Board members who participated in the sponsorship programs.

* Like the idea of contributing more to fewer events that reach a larger # of attendees.
* Like the idea of being the single sponsor for events – Regional History Symposium, Mountain of Authors, Winter Adult Reading, All Pikes Peaks Read, Book Browse – are potential programs.
* Want to continue to support Summer Adventure but may need to recruit “special event” volunteers to help with this.
* Want to continue to provide staff support for 21c, East, Penrose, and Mobile Library.
* 2023 Selection criteria continues to work with some additions from 2024 criteria.
* Summer Adventure and Concert series required too much of Board members’ time. Home School Fair and Kindergarten Round Up sponsorship should not continue.
* Move away from the “feel good” events and activities. Giveaways are good but crafts are not needed.
* Change the message at the events from event sponsored by the Friends to if you want this event to continue, join the Friends, etc. Nothing is “free” – so need support via memberships. We need to say that the Friends paid for this event. We want a voice at the event. Want to partner with library on “hosting/speaking” at events that we paid for

We estimated that we will have a total of $70,000 for 2024 sponsorship. We have prepaid $40,000 towards 2024 sponsorships in September. Based on our financial projections, we estimate that we will have another $30,000 for our contribution.

2024 Selection Criteria:

* Support our mission and vision.
* Promote diversity
* Available to broad reach of library patrons
* Friends is recognized as the “presenting sponsor” of a program
* Minimal time requirements of Board members
* Opportunity to promote membership and solicit volunteers
* Focus on staff support for district libraries (21c, East, Penrose, and Mobile Library)
* Supported by the Friends annual budget

2024 Sponsorship Recommendations: See the spreadsheet (page 3) with the recommendations. In addition to providing financial support for the programs listed below, we are recommending that we provide a giveaway at events, where appropriate.

Next Steps:

* Approval by Board.
* Complete sponsorship agreement.

Friends of PPLD

2024 Program Sponsorship Recommendations



Friends of the Pikes Peak Library District

**AGENDA ITEM SUMMARY**

**TO:** Board of Directors

**FROM:** Sue Gilbert, Treasurer

**RE:** 2024 Sponsorships for PPLD

**AGENDA ITEM:** #7 – B

**DATE:**  November 8, 2023

**Motion:**  The Friends will contribute $72,175 towards the following 2024 PPLD programs and staff support:

* Regional History Symposium - $10,000
* Mountain of Authors - $25,000
* Winter Adult Reading - $15,000
* All Pikes Peak Read - $8,000
* Book Browse - $5,000
* Night at the Library Gala - $2,500
* Staff Support for 21c, East, Penrose, and Mobile Library ($2,000 each for 21c, East and Penrose and $675 for Mobile Library) - $6,675
* Total: $72,175

**Proposed Board Action**

Approve the 2024 Sponsorships for the Pikes Peak Library District

Friends of the Pikes Peak Library District

**AGENDA ITEM SUMMARY**

**TO:** Board of Directors

**FROM:** Rita Jordan, President

**RE:** Latina Voices future

**AGENDA ITEM:** #7 – C (1 & 2)

**DATE:**  November 8, 2023

A discussion item at the 26 August 2023 Strategic Retreat addressed Latina Voices, specifically if the event fell within the mission of the Friends. Feedback on the observations, concerns, and recommendations of the planning committee and the BOD has led to continued discussion on the reasoning for Friends sponsoring the event. The discussions have suggested that both the Friends and Latina Voices would be better served if the event was no longer sponsored by the Friends but by someone more connected to the Hispanic community. Discussion has also addressed the possibility of financial assistance in transitioning Latina Voices to another sponsor.

**Proposed Board Action**

1. Approve that the Friends of PPLD no longer sponsor Latina Voices.
2. Possible motion for $500.00 transitional assistance to Latina Voices 2024.