

**Minutes**  
**Blue Ridge Regional Library Governing Board**  
**Martinsville Library**  
**December 20, 2017**

Board members Jim Allen, Margaret Caldwell, Janet Demiray, Betsy Haskins, Kathy Hodges, Diane Hubener, Carol Meyer, Bernice Scales, and Mary Campbell Stromire were in attendance.

Also attending were Director Rick Ward and Staff Administrative Assistant George Gutshall.

Board members Bill Kirby and Mary Ruth Reynolds were absent.

**Call to Order:**

Board Chair Betsy Haskins called the meeting to order at 12:07 and welcomed those in attendance. Diane Hubener was welcomed to the board as the newest representative for the City of Martinsville.

**Minutes:**

The minutes from the November 15<sup>th</sup> meeting in Martinsville were presented and Carol Meyer moved that the minutes be approved, Margaret Caldwell seconded, and the motion passed unanimously.

**Financial Report:**

George Gutshall reviewed the library's financial report.

He reported that there were "no surprises" this month and that our revenues are ahead of our expenses which will probably be the case for the rest of the fiscal year.

He noted that, with prior board approval, we had moved \$50,000 from the accounts at Carter Bank & Trust to our mutual fund with Stifel. Gary Collins from Stifel will be at the February board meeting to discuss the financial outlook for the upcoming year.

The Boy Scout Eagle Project at the Martinsville branch has been completed and, with prior approval from the board, he will have the City transfer \$2,000 to the Foundation account to cover the library's share of the project. It came as a surprise to us that the scout had donors make their checks out to the Blue Ridge Regional Library Foundation and the Foundation will issue checks to the vendors.

Mary Campbell Stromire moved that the financial report be accepted as presented, Bernice Scales seconded, and the motion passed unanimously.

**Committee Reports:**

Margaret Caldwell reported that she and Mary Ruth Reynolds, members of the Marketing Committee, attended the November Interdepartmental meeting of the department heads to discuss what the board can do to help market the library. There were several suggestions and the notes from the meeting are attached to the December board packet. One option, outside electronic signs, was dismissed after Margaret contacted a sign vendor and found that each sign would cost \$20,000.

**Old Business:**

Janet Demiray reported that the bookmobile fund now has approximately \$138,000 and that we have received a grant from the Richard Reynolds Foundation in the amount of \$20,000. We will also be receiving a donation of approximately \$4,000 from another donor and Rick has submitted the USDA grant application for \$25,000 and we hope to hear from that in the near future.

**New Business:**

There was no new business.

**Friends Report:**

Mary Campbell Stromire reported that the next Friend's sale in Martinsville will be February 10<sup>th</sup> from 9:30 – 2.

**Director's Agenda:**

Director Ward referred the board to the printed director's report.

He noted that the next board meeting will be January 17<sup>th</sup> at the Collinsville branch.

He also mentioned that work will begin very soon on our budget for the next fiscal year.

**Adjournment:**

Margaret Caldwell moved that the meeting be adjourned at 12:45, Carol Meyer seconded, and the meeting was adjourned.

Recorder  
Rick Ward

Carol Meyer  
Secretary

Brief Summary  
Blue Ridge Regional Library's  
Managers' Meeting, Martinsville Branch  
November 15, 2017

Director Rick Ward welcomed the group who gathered for the monthly managers' meeting. Margaret Caldwell from the BRRL Board of Trustees spoke of the exceptionally positive results from both the patrons and public surveys completed recently. She explained that the information had been shared by letter to all members of local governing boards. Discussion followed by many who spoke of the desire to share continuing awareness of services available to all ages of patrons and the general public.

Conversations reflected eagerness to continue publicity to share the library's heritage. Ideas to expand awareness of new programs and resources available to groups and individuals alike were discussed. Those in attendance expressed strong interest for continued advertisements by local media and publicity for special events. In order to promote the possibilities of available meeting rooms and diverse activities for all ages, the group encouraged continued marketing to extend invitations for a wide range of individuals and groups to enjoy the local libraries. Of many options discussed, the group agreed to request more information about the cost of acquiring Electric Digital Signs. The meeting was concluded with a general goal of learning more about that option.

Notes by: Mary Ruth Reynolds