

Minutes
Blue Ridge Regional Library Governing Board
Martinsville Library
March 21, 2018

Board members Jim Allen, Margaret Caldwell, Janet Demiray, Betsy Haskins, Bill Kirby, Carol Meyer, and Mary Campbell Stromire were in attendance.

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

Board members Ashley Carter, Kathy Hodges, Mary Ruth Reynolds, and Bernice Scales were absent.

Call to Order:

Board Chair Betsy Haskins called the meeting to order at 12:01 and welcomed those in attendance

Minutes:

The minutes from the February 21st meeting in Martinsville were presented and Mary Campbell Stromire 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 the unexpected donation mentioned in his report was the \$2,000 that the board designated for the Eagle Scout project at Martinsville.

There was a discussion of the capital accounts in which he described the net losses and gains we made in the last few months. He noted that there were funds in the capital accounts for the Bookmobile Fund and he suggested rather than removing those monies we should use the funds in the Carter Bank account to cover the balance therefore just transferring the name of the account rather than having to sell the mutual funds. He also suggested that we move \$25,000 from the Carter Bank account to invest in our mutual fund with Stifel. On a motion by Bill Kirby, seconded by Carol Meyer, the board voted unanimously to do so.

Janet Demiray moved that the financial report be accepted as presented, Margaret Caldwell seconded, and the motion passed unanimously.

Committee Reports:

Margaret Caldwell reported that the Marketing Committee had met and made recommendations for celebrating National Library Week at the branches (minutes from the meeting are attached). Board members have volunteered to bring cupcakes and drinks to the branches to celebrate Library Staff Day on April 10th plus write a letter to the editor to go into the local papers.

Carol Meyer reported the Plant/Facility Committee met and had wish lists from the branches that they would like for the branch managers to prioritize to gauge which item(s) were they most in need of. The Director will send the lists out to have the branch managers provide this information.

Old Business:

Janet Demiray reported that the bookmobile fund has reached our goal! We now have the funds to order the new bookmobile. She thanked the Friends of the Library for all their help and dedication with their numerous book sales that helped put us over the top.

Director Rick Ward reported that we had received three bids from three companies: Maroney Bookmobiles, Farber Specialty Vehicles, and Matthews Specialty Vehicles. Maroney came in with the lowest bid at \$181,900. As the low bidder and considering the twenty year old vehicle we have now is a Maroney, he recommended the board accept their bid and order the new bookmobile. On a motion by Janet Demiray, seconded by Mary Campbell Stromire, the board voted unanimously to do so.

Board Chair, Betsy Haskins, noted that the JOIDES Resolution festival in Bassett was a great success with over 900 visitors and thanked everyone for their help with the program.

New Business:

Board Chair, Betsy Haskins, reported that the Henry County Board of Supervisors will pass the National Library Week proclamation at 6PM on March 27th and the Martinsville City Council will do the same later that evening at 7:30PM. She encouraged all board members to attend.

Since April 8 – 14 is National Library Week and April 11th is National Bookmobile Day, the board voted unanimously to move our April meeting at the Patrick County branch to the 11th on a motion by Margaret Caldwell, seconded by Mary Campbell Stromire. It was also decided that this will be an excellent opportunity to announce that we've met our fundraising goal for a new bookmobile.

Friends Report:

Mary Campbell Stromire reported the next Friend's sale will be at the Patrick County branch on April 7th.

Director's Agenda:

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

He noted he will be at the VPLDA meeting in Staunton from April 18 – 20.

Adjournment:

Margaret Caldwell moved that the meeting be adjourned at 1:15, Carol Meyer seconded, and the meeting was adjourned.

Recorder
Rick Ward

Carol Meyer
Secretary

BRRL Trustees Marketing Committee Meeting - 3/15/2018

Mary Ruth Reynolds and Margaret Caldwell were in attendance. Kathy Hodges was unable to leave work. We met to discuss National Library Week, April 8 - 14.

Trustee Chair Betsy Haskins has already rewritten the National Library Association Proclamations, and has submitted them to our three governing bodies for their approval of "Blue Ridge Library Week." Betsy and Mary Ruth will go to the City Council meeting on the 27th, and Margaret, Betsy, and Carol have committed to go to the Henry County one on the 27th. Jim was going to go to the Patrick County meeting. Board members will be encouraged to attend those meetings. A couple of the meetings were postponed because of the weather.

Margaret sent the list of our ideas to Director Rick Ward for his consideration and approval. We know that there is an interdepartmental meeting on 3/19, during which the staff will make plans for National Library Week. We know that Children's Librarian Janet plans to suggest having a storytime at each library during that week.

We offer the following ideas for the week:

- Members of the Marketing Committee could make a display for every library for April 8 - 14 on "Why I love my library," and have 3" X 5" cards for patrons to complete and put in a box.
- Contact the local newspapers' staff and request an article on our libraries for that week.
- Obtain the approval of Rick and the Board for members of the Trustees to record PSAs for use by the local radio stations.
- Ask the Board of Trustees to provide cupcakes or cookies and beverages at each branch to thank all staff on National Library Staff Day, 4/10.
- Coordinate with the Bookmobile Committee/BRRL Foundation to celebrate National Bookmobile Day on Wednesday, 4/11.
- Discuss ways at the 3/21 Trustees' meeting if there are ways we can support a successful fulfillment of the Bookmobile Fundraiser by the end of April.
- The Director will ask the Board to move the April Trustees' meeting, which is at the Patrick County Library, to April 11th, National Bookmobile Day, since he will be out of town the following week.
- Have a Board of Trustees member write a Letter to the Editor on behalf of the Trustees to our newspapers, honoring our library staff. Encourage people to write thank you notes to their librarians.
- Find an item on the librarians "Wish List" that the Trustees can vote to authorize, such as the additional signage which has been previously discussed, if the staff have agreed on what they need and want.
- Fund bringing in an expert for continuing education for library staff.

Margaret Caldwell, Chairperson, for the Marketing Committee

Mary Ruth Reynolds

Kathy Hodges