

**Friends of the Scotts Valley Library Meeting  
July 12, 2023 Minutes**

- **Welcome and call to order:** 6:30 PM
- **Attending:** Sylvia Lee, Marc Winqvist, Jutta Perry, Olga Nesterova, Laura Landreth, Barbara Stocklmeir, Michele Mize, Roxanne Dwyer, Nancy Diaz, Amy Fabro, June Langhoff, and Judi Hehe
- **Approve June meeting minutes:** Approved.
- **Treasurers report:** Current Balance is \$34,550. We brought in \$2668 for book cash sales and \$773 in credit card sales (Square). Expenses were \$184 for the month. Marc said he met with a Santa Cruz County bank executive to discuss investing, using a Sweep Account and investing in short-term CDs. Each Friends branch would handle its own investment decisions. The bank would do all the accounting. Right now CDs are earning 4% earnings per annum. Discussion. Some felt we could earn more by investing with Charles Schwab or another brokerage. But the consensus was that dealing with a local bank is good PR & helps with community building. The money is also secure. Marc is going to approach Keith Gudger (FSCPL Treasurer) to learn FSCPL procedures for CD creation and accounting. Marc also plans to talk to the bank about their CD offerings and services.
- **Board news:** Marc reported on some of the activities of the Board of the Friends of the Santa Cruz County Public Libraries. This group meets once a month (but not in July). Monies that the board raises are used to fund special programs such as:
  - Recover & Thrive – a special reading program for kids. If you are behind reading skills in 3rd grade, you'll stay behind. This pilot program will help kids get to grade level reading ability.
  - Homework Help
  - R.E.A.D. – one-on-one reading instruction
- **President's report:** Barbara reported that Garfield Park is starting a Friend's chapter. Aptos made \$1K at their book sale. Capitola is planning three artificial intelligence programs. Boulder Creek is holding a back-to-school event. Felton is planning several events: Juggling for adults, crafts for the differently-abled, & a parenting program. La Selva Beach is co-hosting a Books and Booze Summer Fair August 5<sup>th</sup>.
- **Library staff meeting report:** Barbara & Laura attend a monthly staff meeting.
- Emily (children's programs) is currently working on 1) R.E.A.D. program (a one-on-one reading comprehension instruction for readers 2nd through 12th grade. Instructors are California credentialed teachers. 2) reptile show (July 20), and 3) Preschool and toddler storytime. She could use Friend's help with setup, put away and participant headcount. A recent program had 61 attendees. Would anyone like to volunteer to be a liaison between Emily & friends?
- Heather asked for help from Friends to publicize the Mobile Health Unit services, especially on NextDoor.
- Abraham (adult & tech programs) is offering a couple of Mac workshops & tech help one-on-one sessions. He talked about some equipment that would be good to have in the library (for loan): special colorblindness glasses and manipulative kits for autistic

learners. (Barbara will get more information about these). Currently, the library offers park passes, telescopes, and laptops. He also supports ping pong events (Laura suggested that the Friends should plan a special ping pong party) and Trivia on Tap (another fun event. Maybe Friends could put together a team.)

- Other library issues discussed: No progress on the back gate repair. Tables in the Fireside room are now numbered, making it easier to set up and put away. There is also an equipment inventory list for the room.
- Raz (new Branch Mgr.) said that Marc has been cleaning bird poop off the back deck. Discussion about how to control bird droppings. The library is going to install a giant bulletin board in the lobby space between the two doors.
- **Art in the Library:** Roxanne said about 50 people attended the Marc Shargel talk last week. She thanked all volunteers and said that Marc Shargel was very impressed with the Friend's help. Our post on NextDoor scored 800 hits. There was also an article in the *Press Banner* about the event and the exhibit, See <https://pressbanner.com/presentation-of-nature-photography-exhibit-launches-at-scotts-valley-library/>
- **August book talk:** Local writer Leslie Karst, author of the Sally Solari mystery series, will talk about her memoir, *Justice is Served*, about making dinner for her father and Ruth Bader Ginsberg. The event will take place Saturday, August 12 from 3pm to 4pm. Friends is collaborating with Bookshop Santa Cruz to put on this event (big media blitz in the works). Leslie will also offer a sneak preview of her upcoming mystery. Judi will be presenting and said she plans to take Leslie out for a beer after the talk and invites Friends to come too. We've decided to waive the 15% handling fee for selling books for this event. The donation jar will be used in-lieu of a 15% charge.
- **Storybook walk:** Laura reported that the patio story walk was well received. This month-long event followed the pages of *The Keeper of Wild Words* by Brooke Smith, which told the story of nature's "lost" words. Few visitors signed the visitor's book but many people picked up coloring pages.
- **Giving Tree:** Roxanne said we sold another leaf. Someone shopping at the book sale asked about purchasing a patio plank and Jutta told the customer about the Giving Tree. So far, we've sold 9 leaves this year for a total of \$2,850. Roxanne hopes to sell two more.
- **Our Community Reads (OCR):** June reported that the book selection committee is hard at work reading books and recommending titles for consideration for next year's selection. Once the committee narrows the list to the top five, we'll present them in September (tentatively scheduled for Thursday, September 28, 6:30 to 8pm at the Capitola Library). Programming will begin in earnest with most events scheduled for February 2024. June was asked to find out how many people attended the book voting event last year in person vs. online. June learned that only 5 people attended online, though more had registered.
- **Newsletter:** June reported that our readership has grown 39% since January. We now have 98 subscribers. The July issue was opened 131 times with an open rate of 64.3%. June asked if we have a laptop or tablet available at events so people could enter their own information if they want to sign up for our newsletter (saves time, fewer or no errors). Topics for next issue (August): August author talk, summer reading results (if available), Trivia Night, Teen Poet Laureate program. Please email June if you have additional items for the August newsletter. Need by July 26.
- **Additional comments/information:**

- Santa Cruz County is asking libraries to open as cooling stations when needed. So far, Scotts Valley Library doesn't have staffing to comply.
- Sheryl has added two new features to our website: newsletter archive and previous minutes. Both can be found in the "About" section.
- **Next meeting:** August 9
- The meeting adjourned at 7:53pm.

**MARK YOUR CALENDARS:**

**August 12:** Leslie Karst Book Talk

**September 28:** Our Community Reads Voting Event