

Alpine Public Library Board of Directors
Meeting Agenda
April 15, 2021
5:30 p.m.
AEP Foundation Multipurpose Room and ZOOM

Mission: The Alpine Public Library works to build community, encourage literacy, and promote lifelong learning. We endeavor to create and maintain a welcoming facility with relevant and enriching resources that connect our diverse and geographically remote area to the world.

Vision: The Alpine Public Library envisions a future in which individuals and families are engaged, lifelong learners.

Members present: Linda Bryant; Amelie Urbanczyk; Jon Roe; Lee Smith; Kathy Donnell; Bernadette Devine; Mary-Elizabeth Thompson

Members absent: Gary Gill (excused); Betsy Evans (excused); Jaime Escuder (unexcused); Maria Curry (unexcused); Cynthia Salas (unexcused); Mike Pallanez (unexcused)

- A. Meeting called to order by Linda Bryant at 5:31 p.m.
- B. Changes to agenda: Meet and Greet added under Old Business
- C. Introduction of guests and announcements: none
- D. Consent Agenda

L.S. reports that the library has received a \$3,000 grant from the American Library Association to support community conversations around health services; there will be 2 components which will include reading a book followed by a community discussion about it and a public meeting about health care providers and resources from many perspectives; the book will be *The End of October* by Lawrence Wright (pandemic book); the hope is to get the author to participate via livestreaming; the book reading will be in September and we would try to get him at end of that month or beginning of October; the other event will be in October.

L.B. reports that Yarn Arts has successfully met twice and is the first in-person group to meet at the library.

Motion for acceptance of consent agenda for April given by A.U.; J.R. seconds; motion passes; J.R. moves to approve consent agenda for March; K.D. seconds; motion passes.

E. Old business

- 1. Membership drive: D.W. reviews the plan to have the same marketing people do a letter mailing as was used before; Sunshine House was not happy with the mailing list they got through a private company because many mailings were returned with incorrect addresses, etc. which cost them more money; D.W.

found out we can do EDDM (Every Door Direct Mailing) through USPS, done online at a cost of 19 cents for 3.3 ounces of mail; we still have to print, stuff, label but can use that list; K.D. asks how many zip codes, D.W. says 79830 and 31, so he does not know how many people that is; estimate for this would be \$5,000; the marketing company would charge over \$2,000; we could get totals from EDDM zip codes in order to estimate expense; the problem with EDDM is that we have to put everything together ourselves; D.W. says we would make more money if we do it ourselves but is concerned about asking people to do that work; J.R. suggests that it might be better to go with the private company because they will do a good job and it frees everyone up to do the other work of the library; he suggests that mailing out the library story is more important than the monetary return; K.D. seconds this. L.B. calls for vote, motion passes.

2. Meet and Greet: L.B. reviews that some of the board members do not know all the staff and suggested a meet and greet at the last board meeting; D.W. and L.B. suggest either April 20 or April 29, 11:30-1:00 p.m. for the meet and greet with Subway big sandwich snacks; L.B. will fund 5 new library cards for a drawing if we attend; choose April 20, 11:30-1:00; those who cannot attend can come by at a different day/time.

F. New business

1. Income-Generation Committee-Donor dinners: L.S. reports that we discussed at end of 2019 or early 2020 the idea of having dinners by board hosts in their homes; the idea was that we would get to know some new donors and get people together who might not know each other; we would have groups at individual homes and then would get together at a mutual location for dessert, the Holland Hotel, where The Swifts would play; late summer or early fall was discussed; it will depend on protocol and people's comfort level at the time with COVID; L.S. asks that we think about whether we would be willing to host; J.R. asks the scale of what she proposes; L.B. suggests that we just take what we can manage as far as number of people; hotels and bakeries could donate desserts, or board members could provide them if needed; M.E.T. asks if there is a set price and the decision was for donation only, which seems to work better than set prices; L.S. says the idea is also to get people to know the library and be willing to contribute on a long-term basis, not just for something specific.

2. Clarification of board meeting dates: M.E.T. asks for clarification of the board monthly meeting schedule; D.W. says the wording in the handbook is the second Thursday of every month; the Friends statement of meetings is more difficult but if we go with the second Thursday of every month, the Friends will always plan to meet the Tuesday before. A.U. asks when we will meet in person again and feels that she gets more out of a face-to-face meeting; several members say they would be willing to meet in person; L.B. suggests we choose to meet together next starting month and those who want to Zoom can do that; no one is opposed.

G. Next meeting date: May 13, 2021, at 5:30 p.m. and will be in person, AEP room; Zoom will be available for those who are more comfortable with that.

H. Adjournment at 6:18 p.m.