



Sacramento Public Library Authority

October 27, 2011

3.1 Friends of Sacramento Public Library
Annual Report FY 2010-11

TO: Sacramento Public Library Authority Board Members
FROM: Robert Gorham, President – Friends of Sacramento Public Library
RE: Friends of Sacramento Public Library – Annual Report FY 2010-11

RECOMMENDED ACTION: None – information only.

PRESIDENT’S REPORT – OCTOBER 2011

As we entered October many of the projects that we started in February are completed or nearing completion, while at the same time we have added more projects to our plate.

Branch Liaison: In prior years the Friends had only one person assigned as the branch liaison. Now under the leadership of Terry Chekon we now have a committee assigned that reaches out to all Friends branches and keeps the communication lines flowing in both directions.

Newsletter: In February, Karen Thomas and Carrie Sessarego became the first editors of the Friends Newsletter in several years. Where we had relied on the Foundation to edit our Newsletter, the Friends once again took on the assignment themselves with assistance from Brenda Haggard of the Library. With the December-January 2011-12 issue the Friends Newsletter will return to a Friends-only newsletter with additional Friends members assisting.

Membership: Under the leadership of Joanne Iwamiya, the membership committee has tackled several major issues for the Friends. First they developed a new membership brochure that will include an insert that is specific for each branch. This is being developed by Karen Thomas.

Next, a plan came to us from Cooledge Librarian Vicki Rondeau and Neal Denton of the Bookmobile to form a new Friends Bookmobile Branch. Vicki and Neal worked with Joanne Iwamiya and Terry Chekon and held a meeting out at Rancho Murrieta. They signed up several new Friends members and a new Friend’s affiliate was formed bringing us to 29 Branch Friends groups.

After holding two open public meetings, the Membership Committee recommended that the Friends hire their own staff. However, not wanting to directly employ someone due to many tax and labor laws, it was decided to work through a private agency where they hire the person we choose and the private agency deals with all the personnel, tax and labor issues while we retain the role of supervisor. I am pleased to announce that we have signed an agreement with Addeco Employment Agency and have hired Denise Watts to be our own person. Many thanks to Joanne Iwamiya,



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Karen Thomas, Nancy Christ, Kathi Windheim, Shane Singh, Len Marowitz and Mike Willis for making this happen.

The Friends also reached out to City Council Member Darrell Fong who assisted us in putting together a Friends membership recruitment insert for the September-October Sacramento City Utility Bill. We are now looking at doing the same for the Sacramento County Utility Bill. Thank you Kathi Windheim and Brenda Haggard for leading this project for us.

First Annual Friends Dinner: Thanks to Pocket Friends President Bonnie Bartholomew and Kathi Windheim from the Friends board, as well as many of the Pocket Friends, the first annual Friends dinner is scheduled for October 14 at the Pocket Elks Lodge. We have 285 guests who have RSVPd for the dinner that includes nearly every Friends branch! There will be costumes, singing, food and merriment for all.

Lyon-Hess Endowment: The Friends are committed to the return of the Lyon and Hess endowments from the Foundation and are working with an attorney towards that goal.

Friends Helping Friends: We started the year off under the premise that we would look to the past to a time when people helped one another in the old custom of barn raising. Karen Thomas took this further and developed a Friends Helping Friends plan where we work together and assist one another throughout the year in projects that assist all of us in helping to make the Library a better place to be. The projects we have been involved in this year have the underlying theme of working together.

Paperback Book Project: Manya Shorr from the Library proposed a plan to the Friends regarding supplying paperback books to the Sacramento County Juvenile Hall for their library. Response from the Friends was immediate. Manya and Karen Thomas were able to recruit several of the Friends branches to participate along with paperback books from the Friends Warehouse to such a degree that within months we had filled up their library. We are now looking at other places in the community where we can assist in supplying books.

Paula Poundstone Project: For the second year in a row, the Friends have participated in the Paula Poundstone Comedy Show where we sold her books and CDs, as well as made the public aware of the Friends. Under the leadership and guidance of Jeff Rubin, along with Friends assisting from all over the county, this was a great success.

Roy Blount Lecture: The Friends volunteered as ushers, bouncers and ticket takers at the Roy Blount lecture at the Library Galleria. We also distributed Friends membership brochures along with ten cases of bottled water free to the participants.

Organizing: The Friends will be meeting in late October 2011 to develop an organizing plan for 2012. All of the projects developed in 2011 were based on building a stronger Friends at the grass roots level which will lead us into organizing the Friends in 2012 and building up our membership. The October meeting will be an open meeting and



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chaired by Joanne Iwamiya and Terry Chekon. One goal is to increase the Friends' presence in the community and make more people aware of just who the Friends are and what we do. The Friends are committed to working with the Library to make the Sacramento Public Library the Library of the Year every year.

E-Waste Program: Early in 2011, Shane Singh brought to the board the idea of contracting with E-Waste which would provide donations to the Friends from any e-waste picked up by them. So far we have received donations from the program and advertise it in the newsletter.

Southside Art Center Recycling: Midyear, the Friends contracted with the Southside Art Center to provide recycling for the Friends Warehouse and Book Den. This provides the Friends with a place to recycle old unusable books, magazines, broken paper boxes and bags while at the same time providing jobs and revenue to a member of our community.

Friends Book Stores: Thanks to the Library, nearly every Friends branch has been allocated space to sell used books. We have also been working together to provide books from one branch to another branch in order to make selling used books a success for everyone. Diane Rogers from the Book Den has been offering assistance in pricing used books and providing books to the branches from the Friends Warehouse. Karen Thomas has also developed a wonderful guide to selling books and has provided training on setting up and selling used books out at the North Natomas Library that was very well attended.

Friends Warehouse: We expanded the Friends Warehouse to include a separate room for sorting books which allowed us to expand the number of Warehouse Sales from four to six a year. We also were able to expand the Book Den and now have a new room dedicated to history.

Friends Internet Book Store: With the expansion of the Warehouse and Book Den, we were also able to provide rooms for our Internet Book Store and storage of books being offered for sale. Under the leadership of Julie Prod and Len Marowitz, with assistance from Brian Dias, the Friends Internet Book Store has been very successful. Additionally, there are other Friends Internet book stores at North Natomas, Fair Oaks and Arden-Dimick that sell books not only for their branch, but have also volunteered to sell books on behalf of other Friends branches.

Friends Outreach: Thanks to Ellen Powell and her team, the Friends continue to sell used books at the Sacramento Zoo and Fairy Tale Towne. Working alongside the Elk Grove Friends, Ellen was recently selling used books at the Elk Grove Pumpkin Festival and is looking forward to selling used books at the spring Chili Cook Off in Elk Grove. Cherril Peabody and Ellen were also selling books and passing out membership brochures at a recent Health Benefit Fair provided by the Sacramento City Teachers Association. The Friends have also been active all over the county participating in events at their local libraries and communities.



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Friends Public Relations: Once again Cherril Peabody and the Friends Public Relations Committee have continued to find new ways to raise the public awareness of the Friends. Committee member Frances Preziosi signed the Friends up and is in charge of the Friends' Facebook and Twitter accounts.

Friends Mailing Parties: Rose Fratti has agreed to head up the Friends mailing parties that occur once a month to mail Friends membership renewals.

Friends 2010 Taxes: Thanks to Friends Treasurer Mike Willis for taking care of the Friends taxes this year which was the first year for a new type of filing for 501(c)3 tax exempt organizations.

Legislation: The Friends will be working with the Library in 2012 to present training on advocacy on behalf of public libraries that will provide information on what we can and cannot do under the 501(c)3 tax exempt status. In 2011, many Friends members attended rallies to show support of the library in this time of budget reductions.

Friends History Committee: Terry Chekon and Rose Fratti are currently making room at the Friends office at Central Library in order to start working on the Friends History Project. They have a team lined up that will sift through boxes and file cabinets looking for minutes, newsletters, photographs and any other lost treasure of Friends history.

Joint Friends and Foundation Projects for 2012: The Friends have contacted the Foundation regarding joint projects for 2012 to benefit the Library. One project we are exploring is a 'Walk for Literacy' in April 2012 with all the proceeds going to the Library for the summer reading program. Another project we have submitted is to designate a month where every library card holder would be able to go to any Museum in Sacramento County for free.

The Friends enjoy working with Library Director Rivkah Sass and her entire Library team. We enjoy our libraries so much that Rivkah mentioned at the recent 10 year celebration out at the North Highlands-Antelope Library that we are the only people who celebrate the birthdays of each Library. We are truly a unique bunch of people.

We Are Everywhere!

Robert Gorham, President
Friends of the Sacramento Public Library
October 8, 2011