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71-1052431

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LEANDER LIBRARY FOUNDATION BOARD MEETING

Tuesday, January 18, 2022

Gary Anderson called the meeting to order at 5:32 p.m. Board members in attendance were Gary Anderson, Jason Dikes, Carolynn German, Marc Petrick, and Juan Alanis, Jr.

Members absent: Gaylon Edwards and Gilbert Rodriguez.

Also in attendance was Mark Tummons, Parks and Recreation Director.

Welcome to New Member: Gil was not in attendance; this item will be tabled until February 2022.

Approval of November 2021 meeting minutes. Motion to approve by Gary Anderson, seconded by Carolynn German. All in favor, motion adopted.

Financial Reports:

Month	A+FCU Balance	Leander Utilities Account	Total Funds
July 20, 2021	$5543.59	$4172.58	$9716.17
September 21, 2021	$6607.02	$4172.58	$10779.60
October 15, 2021	$6261.70	$4172.58++	$10,434.28++
November 16, 2021	$	$	$
January 18, 2022	$4912.36	n/a	n/a

- Leander Utility account balance was not available at this meeting.
- Recent Deposits to A+FCU:
  - Tax refund from square
  - A check came in the mail from Benevity Community impact Fund. These will be auto deposited going forward.
- Square Terminal is ready to go, we just need to have it hardwired to the library internet and the bookstore can begin to use it.
- Marc asked for donations to the foundation to honor his birthday on Facebook, $200 will be deposited at some point during the month.

Motion to approve financial report by Jason Dikes, seconded by Marc Petrick. All in favor, motion carries.

Report on Used Bookstore Operation:

a. Volunteer recruitment: Volunteer levels remain very limited. Once Peggy returns to work, we will discuss additional opportunities to increase volunteerism.

Library Directors Report:
The month of November went well with programming. In addition to our regular programs like Storytime, writing and drawing contest, Grab & Go crafts, and Bow Wow Readers, we held a craft class for elementary students with a special extra time slot for homeschool students. We held the Stars & Science Austin program with a special STEM class, and on another day, the mobile planetarium. Staff also had a booth at the first-ever Leander Harvest Festival on November 20th. December was a relatively quiet programming month at the library, along with the closures for the holidays. However, we did participate in Leander's Christmas parade. It was the first time ever the library has had a float in the parade! It was also the first big project for our new Public Services librarian, Jordan. We also provided crafts for Pancakes & PJs with Leander Parks & Rec on the 11th and hosted a drop-in gift-wrapping class on the 18th. The Foundation-funded chairs for the Storytime room arrived, as did the new bookshelf for the bookstore. That has yet to be assembled. The staff holiday appreciation party was held in the staff breakroom on December 10th. They loved it! The Foundation provided lunch that was purchased from the catering section of HEB. It was a really nice treat for them, as were the gift cards. I decorated the break room as well, to be really festive.

New Business:

a. **Discuss outreach opportunities:**
    a. **Suggestion by Marc Petrick to create our own social media content. One idea to start would be to share Amazon Smiles donation opportunities.**
    b. **Suggestion from Mark Tummons to share some of our available bookstore catalog via social media or create an online bookstore as a longer-term goal. Friends of the Library of Hawaii has a good website that we can base our initial launch on.**
    c. **Loom video of how to make donations with Leander Utility Payment.**
    d. **Call to action button for donations on Facebook to integrate with Square. Carolynn and Marc will meet to discuss this and explore the Square account possibilities for donations.**
    e. **Expand our presence to Instagram and Twitter where content is automatically shared across multiple platforms.**
    f. **We need to create updated marketing collateral to include brochures, business cards, etc. in order to participate in community events. Juan and Jason will take the lead on updating this collateral.**

Old Business:

a. **Strategic Planning- Discussed each strategy listed in SWOT analysis. Subcommittees, statuses, and due dates will be determined by February meeting.**

Meeting Adjourned at 6:23p.m.

Respectfully Submitted,
Carolynn German
Secretary