

North Riverside Library Foundation Meeting
Minutes of January 19, 2021, held via Zoom

President Kathleen Spale called the meeting to order at 6:37 PM

Roll call showed the following members present: Kathleen Spale, Monica Pineda, Lenora Giurini, Annette Corgiat, Natalie Starosta, Vera Wilt and Brittany from the library. Joining a little later were: Stephanie Tennery-Lanken, and Nadia Nammari, and at the end, John Mathias.

Minutes of the December 15, 2020 meeting had been distributed in advance, and were approved on motion by Annette, seconded by Monica.

Library Board report presented by Annette was that they are all set for the election. They are awaiting CDC guidelines for re-opening. They will proceed according to the CDC, and are trying to explain that to some residence who are anxious for the library to open.

Natalie reported that the library was pleased to have found a contractor they like for the Kay Subaitis room renovation project. They also approved the final draft for the Donor Tree and that information will be going out soon when it is ready. They are waiting for Covid to die down so they can get back to all the great programs. Virtual programming is up. Natalie's due date is February 4th, and she will be off completely for 6 weeks and then will work from home another 6 weeks. Brittany is poised to cover for her, and that is why she was at our meeting.

Other information:

- a newsletter went out right about the end of the year/new year
- The new server is in and working well, it greatly increased speed
- the Library received a grant for digital access, and they have identified 5 areas in the library to improve signal, so the whole library will have good internet
- one good result of these past months, there was time to develop the Maker Space.

2021 Fundraisers

- Masks, we still have plenty, and it looks like we will be wearing them for a long time
- Kay Subaitis room – the room is coming together and will be a very inviting place. Kay's family will assist with some of the funding. In fact they may pay for the fireplace that will be in the corner of the room
- Yoga – Lenora has not connected with the instructor yet, they have been missing each other. In other news, the Zumba instructor we used did not renew her license because she was not earning enough to make it worth the investment due to lack of work.
- What do you love about your community – we discussed what this contest should look like. As a Valentines Love theme people will be invited to submit videos showing what they love about North Riverside. We talked about the videos that Monica recently shared with us on Messenger, where she and Koula, and Anna Hermanek were dancing in NRLF t-shirts, and where Koula promoted buying T-shirts and masks while supporting a local cause, for your Love on Valentines Day. Would these be used to promote the video contest? We want to promote sales of our "swag" during February. Winners of the video contest could win a t-shirt, but we also need to sell them. The videos and photo displays of swag will be used to promote sales of these items on Facebook.

We also talked about how the contest would work. People would submit videos in the first half of the month, and the second half of February people could "like" the ones that are best. Eventually the one with the most "likes" would win. Natalie explained how in past contests at former libraries, they dealt

with making sure the entries were appropriate and not offensive. The submissions would be reviewed by our board before the top contenders would be posted for people to like. If we make them due by Valentines Day, our next meeting is on the 16th, and then we can post the finalists for the second half of the month.

There was some concern that we don't have enough people following our page to draw participation. We all need to invite people to like the foundation page. We also discussed how we can pay Facebook only about \$1 to \$2 per day to promote our page and attract new followers. More money increases the breadth of the advertising and increases the chances of gaining more likes. We looked at the page, and it turns out we have about 250 people who like it, but still need to build more, considering how many participants other local pages have.

Motion by Monica, seconded by Annette to authorize the purchase of Facebook promotion not to exceed \$100 in cost.

Lenora mentioned that she had visited Ink Your Wear, that designs our shirts and masks, and they could manage our sales so that we would not need to hold inventory, and people could order directly. Something to consider.

Assigning Donations in Portal – Nadia explained that she with Carrie, the bank branch manager in Oak Brook are researching a way to designate the particular reason for various donations, whether they are a merchandise purchase, a raffle ticket, a straight out donation, etc. Nadia now works in mortgages, and is no longer in the retail bank so she does not have any direct access, but they will work with the merchant services to find the possibilities. Nadia will let us know when they find out.

Online Donation Platforms – NO report

We waited until the end of the meeting, but did not have a Treasurer's Report because Koula was unable to attend the meeting due to an emergency she did not back early enough from. She had, however, notified us by email that the \$15,000 donation from ITW was received, thanks to John Mathias's follow through. That went for the new servers.

No unfinished business.

We all hope the next month will bring changes toward normalcy.

Motion by Annette to adjourn, seconded by Lenora, and carried.
Meeting adjourned at 7:45 PM.

Vera A. Wilt, secretary pro-tem