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SAPL Board Meeting : 2004: 01 : 22

Nelson Poynter Memorial Library.

Society for Advancement of Poynter Library.

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SOCIETY FOR ADVANCEMENT OF POYNTER LIBRARY
Board of Directors Meeting
January 22, 2004
4:00 p.m. Library Conference Room

Present: Margaret Tappan, Sally Poynter, Theodora Aggeles, Marci Jacobs, Imogene McCorkle, Bethia Caffery, David Hubbell, Marion Ballard, Betty Jean Miller, and Marlene Mock. Ex-officio: Kathy Arsenault

President Betty Jean Miller called the meeting to order at 4:00 P.M.
The minutes were approved as submitted.

Treasurer's Report: Marci Jacobs

Marci Jacobs reported \$11,909 in the Foundation account and \$4,146 in the Auxiliary account for a total of \$16,055. Molly and Andrew Barnes annual donation of \$500 and E. Stan Salzer's \$1,000 Life membership were acknowledged. A discussion on how large a balance should be allowed to accumulate followed.

Library Dean's Report: Kathy Arsenault

Dean Arsenault expresses thanks for recent gifts and reported on progress of expenditures of past SAPL donations.

She elaborated on recent developments as follows:

- New USF web page/SAPL web page
- Library Campus Strategic Plan
- Fountain Inn removal for parking lot/temporary parking availability
- Increase in responsibility for audio visuals in classrooms by library.
- New Budget Process starts soon to include;
 - technology requests
 - additional library position in circulation
 - additional monies for book fund

Committee Reports:

Outreach Committee:

Marci Jacobs: requested volunteer to coordinate

Teddie Aggeles: Cable TV/WUSF cost -- radio: \$60 – 15 second spots, minimum buy 12 spots for a total of \$720. For Prime Time hours (MPR) \$115 – 15 second spots, minimum 12 spots for a total of \$1495. TV: 13 weeks 18 spots – 15 seconds over 13 weeks during prime time - \$1500.

SAPL would provide materials (photos, written materials, brochures, etc.) Radio or TV staff would develop the material and do the announcements.

Discussion followed on the broadcast range (Pasco, Hillsborough Counties, etc.) and how far we want to go out to our immediate area.

It was determined that this type and range of advertising should be discussed with Holly Kickliter, Assistant Vice-President of University Relations/Public Affairs, as to procedures and restrictions.

Other ideas discussed:

- Electronic sign owned by bank at Third Street & Third Avenue – Marion Ballard will research.
- Support from Town and Gown

Due to family conflict, John Collins was unable to attend today's meeting. Dean Arsenault reported he is working on a fund raiser that would allow book donors who would like to honor someone with a gift or a memorial to purchase a book plate to go inside their book for a \$50 donation.

Book Fair

Marion Ballard reported dates for the Book Fair will be Friday, April 2 and Saturday, April 3, 2004. Marion handed out a sign-up sheet for volunteers for both days. Books are coming in and she is sorting and pricing as she can. She will be asking for volunteers to help her soon.

Old Business

Updating of dues schedule

By-Laws revision – motion by Sally Poynter to delete "A new Board member may be elected at any time" from changes to Article IV of the SAPL by-laws approved November 20, 2003. Motion was seconded by Marion Ballard and approved by the Board.

New Business

Completion of Presidential Signatures in Special Collections: David Hubbell made a motion to ask Jim Schnur to research obtaining missing signatures for the collection as well as cost involved. Marion Ballard seconded the motion. Motion was approved by the Board.

Annual Meeting will be April 30, 5-7pm with Campus Vice-President and CEO Karen White as speaker. A volunteer for refreshments and set-up was requested.

Next meeting will be March 25, 2004

Meeting adjourned at 4:50pm

Submitted by:
Marlene Mock