

# **Friends of the Wescott Library**

2023 – 2024  
ANNUAL REPORT

May 13, 2024  
Eagan, Minnesota

# 2023 – 2024 Board of Directors

<u>Name</u>	<u>Office and/or Committee</u>
John Elliott	President
Kay Wernecke	VP – Booksale
Robin Jones	VP -Booksale
Karen Gauthier	VP – Publicity & Marketing
Kathy Kletscher	VP- Membership & Website
Julie Mulligan	Treasurer
Nancy Lamers	Secretary
Ann Dixon	Member-at-Large
Mandi Lancette	Member-at-Large

## Mission

The Friends of the Wescott Library is ...dedicated to the assistance of the Wescott Branch of the Dakota County Library System in its mission to support lifelong learning for county residents of all ages.

## Financial

### Operating Budget

The Friends operated within the 2023-2024 Operating Budget with minor exceptions. Additional expenses were approved during the year as requests were received from the Wescott Library and to benefit the Dakota County Library System.

### Income

The Friends earn income from book sales, membership dues and interest. Book sale revenue is the organization's primary income.

### Financial Support for Wescott Library

Homeschool/STEAM Science Series	\$4204.00
Children's area shelving	\$3839.00
Accuquilt Go Fabric Dies	\$960.00
BioFit Book Trucks	\$4518.00
A-Frame Display Racks	\$700.00
Book group kits	\$900.00
Summer Discovery	\$3500.00

### Financial Support – Other

Two (\$1,000) Scholarships	\$2000.00
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# Secretary Report

Friends of the Wescott Library  
Secretary's Annual Report May 2023 – April 2024

## **The Friends of the Library 2023-2024 meetings:**

The Friends of the Library Board met online rather than at the Wescott Library on the following dates:

May 9, 2023            Annual Meeting (Start of Fiscal Year, Election of Officers)  
September 12, 2023  
November 14, 2023  
January 8, 2024  
March 18, 2024

Meetings were attended by:

Jennifer Reichert Simpson, Deputy Director, Dakota County Library System – May 2023, March 2024  
Amanda Feist, Cluster Support Manager, Wescott Library attended meetings May 2023 – March 2024

## **Minutes**

Minutes for September 2023 were taken by Vice President Membership Kathy Kletscher.  
Minutes for May, November, and March meetings were taken by Secretary Nancy Lamers.

## **Report Prepared and Submitted by**

Nancy Lamers, Secretary  
May 10, 2024

# Book Sale 2023/2024 Annual Report

Our Fall Book Sale in October 2023 raised \$7,632.45 and our Spring Book Sale in April, 2024 raised \$9,286.36. We didn't have as many books for sale for the spring sale that we had in the fall. However, we changed our pricing strategy and this resulted in the biggest total that we have had for many years. Having fewer books for the sale is definitely influenced by the many books being sold at our upstairs on-going book sale. The on-going sale for 2023 totaled \$6,251.30 up from \$4,713.43 in 2022 and from January until May of 2024 the total is \$2,480.35.

Many thanks to our book sale volunteers and the book sorters that work the entire year to get ready for the sales and continue to keep the on going sale fully stocked.

We disposed of the books after both the sales to Goodwill. A book sale customer that works for Goodwill facilitated this.

The Book Sale dates for the Fall are October 6-13, 2024.

# 2023-2024 Membership Annual Report

The number of members has decreased a bit over the past year, but not significantly. As seen in the past, the most membership enrollments and renewals occur around the book sale dates. We also continue to receive occasional sign-ups throughout the year using the brochure or PayPal.

In addition to emailing and mailing the fall and spring newsletters, we sent several email communications to our membership:

- Fall and spring reminders to those whose memberships were expiring in advance of the book sales.
- Additional fall and spring reminders about the upcoming book sales – each one week ahead of the sales.
- Request for volunteers for the children’s craft sale in August 2023, the puzzle and game exchange in January 2024, and the fabric swap in March 2024.
- November 2023 email about the success of the October book sale, promoting the event calendar, and also asking for volunteers for the puzzle and game exchange in January.
- April 2024 library events update and thanks to the members for their support in making the book sale a success.

Another 100 copies of the FWL brochure were ordered in August 2023.

## Membership statistics:

	Fall 2019	May-20	May-21	May-22	May-23	May-24
<b>Student</b>			1	3	2	6
<b>Individual</b>		81	116	102	124	119
<b>Family</b>		18	21	16	19	18
<b>Sponsor</b>		11	18	11	12	7
<b>Total</b>	106	110	156	132	157	150

Attendance at the members-only book sales:

		Oct 2023	Apr 2024
<b>Membership</b>	Student	1	5
<b>Type</b>	Individual	55	77
	Family	10	13
	Sponsor	2	1
		68	96
<b>Membership</b>	Current	31	45
<b>Status</b>	New	13	27
	Renewals	24	24
		68	96

# Publicity/Marketing FWL Annual Report 2024

The purpose of Friends of the Wescott Library is to assist the Wescott Branch of the Dakota County Library System in supporting lifelong learning. FWL's major marketing objective is to generate awareness and promote the Friends of the Library of the Wescott Library. The main drive is to increase Friends membership, which allows us to fund projects for the Wescott library. Below are the current projects.

- Invitations to FWL Events
- Opportunities to volunteer
- A significant contribution to the children's area renovation
- Annual Home School Science series materials
- Support for the Summer Reading Discovery & other reading programs
- Funding for scholarships through the Eagan Foundation
- Author events
- Specialty furniture and displays
- Book group kits
- Lucky U! books
- iLab equipment
- Book bags for literacy

Members help drive sales in the Spring and Fall book sales as well as the on-going internal book sales. A new, larger and more visible sale area has increased the number of books being sold. This has affected the sales numbers of both spring and fall book sales.

For the spring sale an ad was placed in the Sunthisweek Burnsville/Eagan newspaper in order to reach more potential attendees. To gauge effectiveness of the ad, a survey was taken on the members-only night and several other days inquiring as to how attendees learned about the sale. The results are shown below.

Only 7 people responded that they had seen the newspaper ad. I think we can determine that the \$200 investment did not have much payback. Information in the library and word of mouth appear to be the best marketing efforts. The other ways we traditionally inform the public should be continued as the smaller numbers add up bringing people to the sale.

	Weds	Thurs 1:00 - close	Fri am	Sat pm	Totals
Came to the library before the sale and saw the bookmarks	5	21	32	5	63
Came to the library and saw the sale	4	22	16	11	53
Word of mouth		13	9	7	29
Email to Friends members	14	1	2	2	19
Dakota County Library Event calendar		6	6	6	18
Signs along Wescott Road		8	4	4	16
Facebook posting		6	5	4	15
Friends website	7	2	3		12
Booksale Finder website	4	2	1	3	10
Local newspaper ad		4	2	1	7
Nextdoor notice		2		1	3
Craig's List posting	1				1
	35	87	80	44	246

The current marketing tools we use to promote the Friends of the Wescott group consist of the following: FWL and Library websites, Facebook site, "Between Friends" newsletters (Spring and Fall), FWL membership brochures, Bulletin board. Bookmarks, FWL table at Author and other library events, book sale and internal and exterior signage. Posters were printed in time for the spring sale noting where the money earned allowing us to fund projects for the Wescott library. These are accomplished by various people on the FWL board.

Between Friends Newsletter – Karen Gauthier  
 Membership brochure– Kathy Kletscher  
 Book sale and bookmarks – Kay Wernecke

Book sale volunteers- Robin Jones  
Interior and exterior signage – John Elliott  
Facebook site – Kathy Kletscher/Karen Gauthier  
Friends of the Wescott Library Website – Kathy Kletscher

**Additional Promotional Event Involvement between Marketing and Membership**

- Organized a tent and refreshments at the children’s craft fair in August 2023; provided drinks and cookies (solicited from Cub Foods)
- Participated in two author events Mindy Mejia in November 2023 and Feb. 26, 2024 with Mary Seifert. For both events, we provided a book for a drawing and staffed a table.
- Staffed a table at the April Dakota County Volunteer Fair in early April 2023, the Puzzle/Game exchange in late January and the yarn/craft exchange in March.

**Newsletter/Website/Facebook**

The full bi-yearly newsletter was published in Fall of 2023 and Spring of 2024. These were sent out by the VP of Membership by email, and a smaller number, through the U.S. Postal Service for members we do not have email addresses for. These were sent with a membership reminder both times. Only a small number of newsletters were printed (35) as we have email addresses for nearly all members. I would suggest that we print more copies in Fall to have extra copies that can be offered on the on-going book sale counter.

The website is used for the dissemination of information on Wescott Library and FWL programs and activities. The website will be updated on a regular basis. We utilize social media and maintain a Facebook page which promotes and connects us to the public.

We are looking forward to a successful 2024-25 year of fundraising for the Wescott Library.

## 2024-2025 Meeting Dates

Sept 9, 2024  
Nov 18, 2024  
Jan 13, 2025  
Mar 10, 2025  
May 12, 2025 – Annual Meeting

## 2024-2025 Board of Directors

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Kay Wernecke	VP – Booksale
Robin Jones	VP - Booksale
Kathy Kletscher	VP - Membership
Open	VP – Publicity, Marketing
Julie Mulligan	Treasurer
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