

MBCA General Meeting
MINUTES
May 9, 2017 Noon-1 PM
Location: Historic Homemakers' Club

BODs attending: Deb, Peggy Jo, Fran, Joe, Rebeca, Tracey, and Kate

Joe Rush opened the meeting It was noted that attendance has been dwindling, and we need to do more publicity to raise our profile. Rebeca provided a written treasurer's report, indicating a balance of \$4104.97. Melrose Bay Park has a balance of \$151.94. William Chiappini indicated the Melrose Bay dwellers will again donate to this fund, their usual amount. Rebeca also shared a list of members, with 12 names on it. This generated names that should be added, and some immediate membership applications.

Sherry Sims from the Melrose Library presented a review of this year's events, and ended with a request. First, she praised the two young women who organized and carried out the "Four Days in Melrose" event last fall , featuring the library but involving the whole of Melrose. The Florida Library Association chose them for the 2016 Award for Excellence in Marketing and Public Relations! They are in Orlando May 10 to receive their award.

The library creates a 5-year plan, and the current plan focuses on at-risk residents: children, the elderly and the poor. While most risk is caused by the economy, low wages, etc., the library can help. They have a books-in-backpacks program to make sure kids who get food for the weekend in a backpack also get books to read. They try to have events for the elderly during the holidays, to be sure people whose families aren't around have something engaging during that time. The library invited community leaders, including our own Joe Rush, to a brainstorming meeting, to generate new ideas and resources.

The library surveyed a small sample of their patrons, and they were surprised to discover that 50% of them did non-traditional work. 33% were retired, and only 17% had traditional employment. When asked what they wanted from the library, they listed space to develop ideas, support with marketing and advertising, printing, fast wifi, and guidance or instruction in growing small businesses.

These are the ways the library can help:

1. Expansion, to provide more space for events (this is in the works, a new addition, to be funded through fundraising)
2. Resources, including printing and computer access
3. Work with other organizations to provide community services
4. Implement more programs and instructions
5. Partner with other organizations to hold events for the community.

We had a discussion about what it would take to extend library hours, for example staying open two hours later on Tuesdays and Thursdays, so that working adults could access the library. It would mean hiring someone, and a little money for bills. Bottom line, about \$5000 more per year. Joe asked Sherry if she had an extra \$5000, is that what she would spend it on? She answered she might want to offer in-house tutoring after school. Tutoring requires hiring tutors, because volunteers understandably allow life events to draw them away.

Finally, and importantly, she announced that on **September 28** there will be a special event moderated by Katy Jordon on the history of Melrose. Each speaker will have 5 minutes to share their piece of Melrose history, and all long-time residents and businesses are welcome to speak. For the MBCA in particular, the library is asking us to look to the future - what will people need and what will they be doing?

- We will make announcements about this event in each of our upcoming events, the June fundraiser for the Senior Center, and the September fundraiser for the Melrose Christmas lights.
- We will make a speaker available for this event.

Beach Update: we have 4 greeters lined up for holiday monitoring at the beach. They will have orange vests and a cell phone. They do not provide security, but they will be alert and available to call the sheriff if necessary. They will be paid \$15/hour, after the weekend, and Kristen is handling scheduling. Shifts are 12-6 each day of the big holiday weekends.

Christmas Lights: The sense of the meeting is that we want the C-7 LED lights to replace lights on all 10 of our frames. They are brighter than mini-lights, and they can be replaced easily because they are screw-in bulbs. Clay Electric will install, at no charge, outlets on three more poles, bringing the total to 10. Ace says the materials for these three new mounts will be about \$100. Maybe we can ask for all or part of the materials to be donated. The overall cost will be about \$4000. We will do fundraising for this, to include our September evening meeting, individual solicitations with Melrose businesses, and possibly a donation box at the bank. Businesses love our light displays and will be willing to donate for it.

Announcements:

Friday May 12, 2017 Cruse-In at the Farmers' Market in Melrose. This antique car event is a benefit for the Senior Center, and there will be bands, hot dogs, etc. 4-8 PM

Saturday May 13, 2017 DWCLA Yard Sale, east of Melrose on Hwy 26 @ Hwy 219, 9-2 PM. Fundraiser for the club.

Friday June 9, 2017 MBCA Evening Meeting and Benefit for the Senior Center. This will be our last public event before the summer break. Silent auction presented by Mr. Atkins, our local auctioneer. Great art, crafts, music, and food.

Minutes submitted by Kate Ellison, board member