



Vol. 2: No. 3  
JULY, 2019

# The FOBBL FLYER

NEWSLETTER OF THE FRIENDS OF BIRCH BAY LIBRARY

Web: [friendsofbirchbaylibrary.org](http://friendsofbirchbaylibrary.org); Facebook: FOBBLibrary

## MESSAGE FROM OUR PRESIDENT

Happy Summer FOBBL!

We have had a busy summer so far. Our June 2019 Annual General Meeting was small and informational. Attendees learned about our year-long work: planned events, committee work, corporate and private donations, and our state appropriated funds. We have roughly \$116,117.00 in our project fund at Whatcom County Library Foundation (WCLF). See more about the \$2 million state funds in the Development Committee report below.

Whatcom County Library System (WCLS) Executive Director, Christine Perkins, gave a state-of-the-library report. She shared a picture book, described the new bookmobile, gave the library system history, shared system-building project updates, and spoke about the system's 75th Anniversary programs. On November 7th, with parties and activities, all library branches will be celebrating 75 years of WCLS library service.

The FOBBL Board had three vacancies that were filled at the June AGM. We welcomed Connie Taylor, Sharman Burman and Wendy McLeod. At the July Board meeting Sharman volunteered for the Treasurer position and Wendy for the Secretary role. FOBBL is looking at changing our meeting structure slightly, possibly having quarterly All Committee meetings so we can collaborate more effectively as an organization. We are also looking at changing the date of our AGM as we realize early summer may be a difficult time for members.

Di Marrs-Smith  
FOBBL President  
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## COMMUNICATION COMMITTEE REPORT

FOBBL's Communications Committee is pleased to introduce a new member, Bonnie White. Bonnie comes to us with impressive technical and organizational credentials, including university research librarian, grant application writer and project manager. In addition to her current work to support FOBBL's fundraising activities, she'll now be helping expand FOBBL's outreach by setting up and managing an Instagram account – complementing our current web communications that include the FOBBL website and Facebook page. She joins current members Connie Taylor (who also became a Board member at the AGM); Brenda Bryce, and Ruth Higgins.

A heartfelt thank you and farewell to past Communications Committee contributor Bonne Broadway. Few people know that Bonne single-handedly created and deployed the iconic banners deployed in front of the house at the library site. If you know Bonne, the next time you see her ask how many pounds of weights and how many feet of iron pipe and rope it took to make something that ephemeral survive a *full year* facing Birch Bay's occasionally extreme weather. Thanks, Bonne. We hope to get a chance to work with you again!

Continuing in the theme of digital/social media, I'm pleased to announce our intention to elevate FOBBL's website to its next level. As part of that initiative we're thrilled to also welcome Serge Samoylenko, head of Blaine-based graphic design consulting firm [Spoken Designs](#), to our team. Earlier this year Serge helped us work through technical issues that were making it hard to find FOBBL's website in search results. Serge is passionate about our library project and has important ideas for advancing its Web presence – starting with conversion to a hosted WordPress platform and the addition of fundraising performance indicators.

Communications Committee members contributed in a variety of ways (from gorgeous signs to simple sweat equity) to the success of FOBBL's summer events

We're happy to be working with FOBBL's recently named Merchandising Coordinator, Karen Bell, to leverage FOBBL's logo with new promotional products, such as T-shirts, tote bags and stickers. The synthesis of smart, high quality local products with our popular logo seems to be working well to advance FOBBL's goals – both branding and fundraising!

With everything that's going on we've had a three-month meeting hiatus. However, quietly, in the background we've been investing time in the unglamorous but essential work of organizing critical FOBBL documents, ensuring that lessons learned are not lost; and that communications prepared for one opportunity can be easily found and used for the next.

Our team is small but mighty and we are all looking forward to helping to communicate our progress toward raising the funds needed to build a library in Birch Bay.

Brian Bell, Chair  
Communications Committee  
bgbell@acm.org

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## DEVELOPMENT COMMITTEE REPORT

The Development Committee has been working on several things since May. A meeting was held with Phillips 66 leading to a proposal being written to the company explore any funding opportunities available.

We have sent off our Food Co-op Seed Grant for 2020 and hope to get an answer about that sometime in the Fall.

Community partners are so important to our library project. We were approached by the Healthy Youth Coalition North County regarding a grant opportunity they were aware of. It was such a wonderful offer and we did not pass it up. This joint grant will be sent off at the end of July. We appreciate HYC working with us and supporting our building project.

The state appropriation of \$2 million gets us almost halfway to our funding goal of \$4.7 million. The accompanying requirement is that our building must be [Silver LEED](#) certified and the remainder of the building funds be in hand by May 2021. We need to be ready to build.

WCLS and WCLF are joining our fundraising efforts. At the same time, Blaine is also working on their library project. A coalition has been formed amongst all parties to look at options that will result in successful projects for both communities here in the Northwest corner of Whatcom County. We are talking about messaging that is clear for patrons, positivity for both projects, practicalities with fundraising timelines for both projects, and how we can all support each other.

You will be hearing more about the Blaine/Birch Bay Capital Campaign Coalition or C3, over the next few months.

Your donations to the building project are needed now more than ever. We are looking for everyone's help advocating and donating to our project. Together, we can make this library dream a reality.

Di Marrs-Smith  
FOBBL President/  
Development Committee. Chair  
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## EVENTS COMMITTEE

**Save the date, October 26th**, for our big dinner/dance at the Loomis Trail Golf Club, 6:30 p.m. to 11 p.m. We're looking for amazing silent auction items such as cruises, air balloon rides, or some other special thing you can offer.

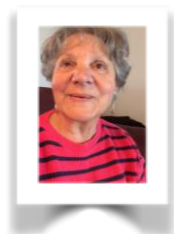


We finished off June with our fabulous Family Fun Day and BBQ. We saw over 350 people at the library site for games, crafts, live music, dancing, food, socializing, and donating. Special thanks to Sharon Shewmake, Natalie McClendon, Jake and Austin from T-Mobile, Lynden Library's Maggie Mae, and Ian McLeod for braving the dunk tank! We gave tours of the Vogt house and talked about the project. Our Events chair Harieklia and her Events team, along with other volunteers put on a terrific day. We can't wait to do this again next year. Oh, and it raised \$4,466.00!

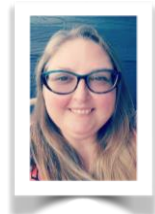
In July we tried something new. We had our first book sale on the library site. Sandcastle/Roll-back weekend was a great weekend to try this. We sold books, gave 12 house tours and applied FOBBL temporary tattoos thanks to member Karen Bell. We sold shirts, tote bags, and most importantly, got to see a lot of summer and local library users.

We appreciate all your support this summer and look forward to seeing you during Discover Days Birch Bay Days and Fan Fest. We will be at the library site August 16, 17, and 18. Come walk with us in the parade August 17 along with WCLS and the new Bookmobile!

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## ARTIST'S CONCEPT OF THE FUTURE BIRCH BAY VOGT COMMUNITY LIBRARY



More diagrams and the “Fly Through” can be seen on the WCLS Birch Bay page — <https://www.wcls.org/birch-bay/>.

*The FOBBL FLYER is published quarterly (January, April, July and October) with special editions when warranted.*

*We welcome letters to the editor or notice that you wish to unsubscribe, please email [ruthhiggins7@gmail.com](mailto:ruthhiggins7@gmail.com).*

*Ruth Higgins, Editor, for the FOBBL Communications Committee*