

Friends of the Bernardsville Library Meeting Minutes
Wednesday, February 1, 2017

In attendance were: Nancy Verduin, John Bertoni, Bob Baker, Katherine Harris, Maria Myers, Jamie Bertoni, Dan Lincoln, Steve Autenrieth, Roni Larini, Pat Carroll, Tim Coleman. Not present were Debbie Heimerl, Shikha Mayer, Sarah Glazer, Denis Dooley, Joanne Kavanaugh, Jennifer Paragano.

Representing the Library, Shura. Representing the Board of Trustees, Patrice Cummings. Guests: Nancy Goguen, Amy DeMilt.

President Nancy Verduin opened the meeting at 7:30pm

President remarks

Nancy welcomed Amy DeMilt and Nancy Goguen to the meeting. Amy was recruited by Shikha to join the Friends. She introduced herself as a Bernardsville resident, lawyer, and mother of three. Nancy Goguen then introduced herself as a current resident of Bernardsville, with a professional background in technology, and mother of grown children. Nancy thanked both Amy and Nancy for their interest in the Friends and for attending the meeting.

Nancy announced that Jennifer Paragano had resigned from the Friends for health reasons.

Operating Manual – Committee Chari updates

Jaime reported for the Finance Committee. She has sent updates to Nancy. There were no other updates.

Vice President remarks

John reported that there had been no Foundation meeting in February yet. He reported that the Foundation still does not have a mansion for the Mansion in May fundraiser. Katherine offered an idea and will share it with the Foundation.

Nancy reminded attendees that Leslie previously requested 100% participation from the Friends toward the endowment campaign.

Correspondence

Maria reported no correspondence had been issued or received in January.

Recording Secretary

Katherine issued the January minutes via email and received several comments.

Treasurer's Report

Bob reported January activity:

- \$3000 in matching funds received in January.
- \$5000 was received from the estate of Elizabeth Dillon. Nancy will write a thank you to the executor of her estate.
- \$815 in Bingo proceeds (\$400 spent on prizes).
- \$3300 given to the Library.

Bob distributed the Summary of 2016 YTD and 2015 Cash Flows report.

The Friends gave approximately \$27,000 to the Library in 2016. About \$38,000 received since October 2016. Direct contributions for 2016 are very similar to those for 2015. There were notable differences between 2016 and 2015 in matching gifts and credit card contributions, as well as special events revenues (which include Bingo and the October event at the Bernards Inn). Total revenues \$63,258.

In terms of expenses, the Friends gave the Library less than budgeted (\$27,617 vs. \$37,238). Administration costs were related to the timing of accounting audit charges. Fundraising costs were up substantially due to Bingo and the October event.

Bob ran a report of contributors over 10 years. We have had between 125 and 130 steady donors over the last 10 years. There were fifty (50) new donors in 2016, most from outside of Bernardsville. Seventy-six (76) individuals contributed in 2015 but have not yet donated toward the 2016 campaign. Thirty-eight (38) of them had previously donated \geq \$100. Nancy will coordinate personalized requests to the outstanding donors. We will send the same campaign letter with a handwritten note at top. The campaign subcommittee will meet in March to review the campaign results and discuss.

Bob received two requests that were not in the 2017 budget. Madeline English requested \$35 to cover the cost of paper used during tax preparation. Bob asked for \$100 to cover the cost of tax software. The new software will allow volunteers to do taxes from 2010 to present. The software costs \$200 and is shared with Bernards Township Library. They have agreed to contribute \$100. The tax program at the library has served about 240 people. Jaime motioned that the requests be approved. John seconded. The requests were approved unanimously.

Roni made a comment that the personalized campaign letters should be prepared quickly (before the end of February). The last time the Friends sent follow up letters, the response from donors was very good. Nancy asked for volunteers to help solicit the people who gave \$100 or more last year. Roni, John, and Lori said they would help prepare letters.

We have not yet received a check from Amazon Smile for 4Q2016. Nancy said it is expected later this month.

Other donations: Dan reported that \$52 had been collected from the donation jar during the concert on Sunday, January 29, 2017.

Library Update

Shura reported that she is working on the annual state report. The statistics required for this will also be used to produce the infographic report to the Board of Trustees.

Roof leaks continue to be a problem. The leaks have been reported to Doug Walker at the Bernardsville Borough Office who indicated roof repair would be a priority in 2017.

On January 18, Bernardsville Police were called to assist a patron in distress.

Nancy asked about the color copier. It has not been ordered yet. Ordering the downstairs conference room furniture is still in process.

Committee Reports

Volunteer Recognition

Lori reported that the committee will meet on February 21 to plan activities for the year. The Volunteer Luncheon will be April 24. Help is always welcome.

Public Relations

The committee chair is vacant. Nancy prepared and distributed the Public Relations Plan 2017 that describes the purpose and objectives of the group. A goal is to create a branding message for the Friends. The committee will meet next week (February 9) and includes Bob, Denis, Shikha, Maria, and Nancy. Nancy Goguen said she would be willing to help with this committee, but cannot attend the meeting next week.

CDs for the housebound

Denis was not present.

Programs

Dan reported that the January 29, 2017 concert by Blue Jersey Band was well attended (65 people including the band). They played 20s and 30s music. He is trying to line up the next group. There has been no response from the classical

quartet yet. Jazz musician Joshua Breakstone was not available for our next date. We have confirmation from T. H. Kieren and The Jefferson Jazz (six members) that they can play on April 30, 2017. They will cost about \$675, which is more than our typical event budget of \$500. Dan said we spent a little less on concerts last year, so the overrun should be manageable.

Dan is also working on getting a group for the Senior Breakfast. We are considering Vintage Music Concerts.

Shura asked if Dan had reached out the Berkeley Heights Music School. Dan said he had not; they had been working with Jennifer's contacts. Shura said she would share a contact with him.

Dan recommended more food for the next concert. Opening the doors at 2:30pm seemed to offer the band and audience more opportunity to eat. Most bands don't take a break, so admitting people early might be a good idea.

Movies

Pat reported that she had met with Madeline and Ed English. Because of other library events already scheduled, they suggested offering movies on Fridays at 2pm. Ed is looking for popular or critically-acclaimed movies from among those we have license to show. The genres may vary until we get a sense of what patrons find most appealing. The suggested title of the program is Ascot Film Series.

Pat shared a concern that the weekday time could be difficult for most representatives of Friends to attend. Tim and Dan said they could help. Shura stated that Ed is looking for a grant to support the purchase of projection and sound equipment.

Fundraising

Katherine reported that the committee met last week. They discussed the accessories sale but had concerns about timing. A sale in April would be too difficult to arrange at this point. The idea will be saved for a later time. Touch-a-truck was also rejected after evaluation of other similar, free town events.

The committee recommended October 27, 2017 as date for a Halloween fundraiser at the Bernards Inn. Katherine asked for approval to reserve a room. Jaime moved to approve. John seconded the motion. Approval was unanimous. In 2016, the Bernards Inn required a \$600 deposit. Seventy-one tickets were sold, and about 80 people attended. There will be no author, just a party.

Other ideas offered by the committee: A Jersey Mike's fundraiser. Dan mentioned his restaurant clients might be willing to do a similar thing. The committee decided against the Terracycle program because of storage and timing concerns.

A mini-golf and food-truck event was discussed. The mini-golf holes would be set up throughout the library. Shura proposed the event be promoted as a Family Fun Day and held on Sunday, June 25 or another Sunday that the Library is closed. The Summer Reading Kick-Off will be June 26; the Library might offer sign-up at the same event.

Pricing estimates from mini-golf companies ranged from approximately \$400 to \$3000. In terms of the food trucks, we would get a percentage (5-10%), but some owners wanted a minimum number of attendees. Jaime asked if we had an estimate for attendees. Shura said she could get numbers of past kick-off events. Shura mentioned that when the Long Hill/Millington Volunteer Fire Department hosted a similar event, they had five food trucks.

The Friends discussed costs. The food truck owners would cover their own costs, but we would have to pay for the mini-golf set up. Proposed charging \$20/family and \$5/person (typical costs are \$10/person). We would need to get Borough approval to have the trucks park in the Library lot. Tim asked if parking would be an issue. Maria asked if any truck owners were local. Katherine said she had found only hot dog trucks in Morris and Somerset County.

Dan moved that the committee pursue the event idea. Lori seconded. The majority of the Friends approved. Nancy and Maria abstained. Nancy reminded the Friends that June is not our fundraising period. Maria was concerned about not including local vendors. Steve related a story of Rocky Hill Library themed nights where they offered food from local caterers. Carol pointed out that food trucks could handle issues of insurance and permits that local restaurants might not be able or willing to do. Dan agreed that Basking Ridge Charter Day, all vendors were required to carry their own insurance.

Bingo

The last Bingo on January 20, 2017 netted \$345. Twenty-nine (29) people attended. The next Bingo night will be on March 24, 2017; the theme will be March Madness. It is also potentially the last Bingo night unless it is profitable. We need at least 45 people to attend.

Finance

Jaime distributed a copy of the proposed Investment Policy prepared by the Finance Committee. The Friends should review and be prepared to vote on it at the next meeting. The committee proposes moving approximately \$90,000 from a high-yield money market account at Peapack-Gladstone Bank to our Fidelity account, which holds approximately \$250,000. The consolidated funds would then be invested according to the plan.

Public Comments

Patrice reported that the Board of Trustees had submitted a budget to the Borough Council that is essentially flat (0.4% increase).

Leslie Brown-Witt did not attend. There was no report from the Foundation.

Old Business/New Business

Dan recommended the furniture subcommittee be removed. Nancy said it would be.

Nancy asked for a motion to adjourn. John moved to adjourn. Jaime seconded. The meeting was adjourned at 9:00pm.