

Friends of the Bernardsville Public Library, Inc.  
November 2nd 2016 Reorganization Meeting Minutes

The Friends board reorganization meeting was called to order at 7:20pm by President Nancy Verduin. In attendance were Katherine Harris, Robert Baker, Debbie Heimerl, Jamie Bertoni, Shikha Mayer, Denis Dooley, Sarah Glazar, Lori Pakrul, John Bertoni, Stephen Autenrieth, Jennifer Paragano, and Pat Carroll. Not in attendance were Maria Myers, Dan Lincoln, Joanne Kavanaugh, and Roni Larini. Also in attendance were Leslie Brown-Witt, Patrice Cummings and Shura Arnold.

President's Remarks

Nancy passed around the committee sign-up sheet. There are new slots for movies, Friend's Week, and Campaign (separate from Fundraising).

Fundraising Committee will have Katherine and Jennifer as Co-Chairs and Debbie will be Co-Chair for Correspondence.

Public Relations remains open - Shika and John need to look into this position further, it is possible Tim Coleman would be interested. The PR position requires publicity for events, newspapers, newsletters, social media, liaise with Madeline, updates the website... The position "brands" the Friends and ensures we are out in the community ensuring people know who we are and what we do.

Nancy reviewed key dates for 2017. Also, the collages are in the library media room and available to put out at events.

Vice President's Remarks

John passed the plate to Leslie from the Foundation. Leslie noted on the event held for the endowment after our last meeting. The Steering Committee gathered and need 100% participation from all the Board's at the library. They would like to show the public they have 100% support from the library boards and staff. Once 40% of the endowment goal has been deposited in the bank, the campaign will go public. The Foundation does not have a home yet for Homes of Distinction, if anyone knows of a home, please pass info along. Patrice (Trustee) added - they are very grateful for all that the Friend's do. She clarified the Trustees raise money for the Operation of the library and the Foundation raises funds for long-term security. The Trustees are currently working on the budget for the upcoming operating year. They acknowledge Shura is very financially astute and meetings are easy and quick due to her organization and hard work!

Treasurer's Report

Bob reviewed the expenses and revenue changes as we enter the close of the year. He passed around the update financials for review.

Library Report

Shura reported the library's gas-fired pre-heat is almost done and can already the library a little warmer on cold days. They are hoping for a positive difference on the budget and there has been

very little disruption in the library during the work. Shura added there is a leak near the copier and this is the town's responsibility. Doug Walker is aware of the issue and will ensure it is taken care of.

In October there was a push for Hoopla with giveaways. There were about 1,000 downloads which is about  $\frac{1}{3}$  of the regular library use. Lynda.com will launch in the new year, however is available now. Twenty patrons have used the resource so far and two people have completed courses through it and downloaded certificates.

### Correspondence

Maris is absent, however she sent a Thank You to Anthony's pizza for the donation to Bingo night.

### Finance Committee

Jamie provided an update on the Profit and Loss for the author event: \$9,145 in revenue less \$3,639 in expenses netting us a profit of \$5,500; a 60% profit margin!

PayPal is working nicely, however we need addresses for a few donations.

Jamie and Bob are working on the investment policy. They will finalize and have ready for voting in January.

### Fundraising Committee

The committee would like to purchase a sandwich board as a means to get info out to the public. It was approved to buy 2 at a cost of \$100 each. Bob volunteered the Friends could use the Boro's from the Green Team if they are not in use.

The Campaign mailing went out on 11/1/16 and we added the bookmark to the mailing. The new mailing list has a shelf life of 2 years. We will be tracking to see if targeted letters have a higher response. We also have a letter for out-of-town visitors to petition for donations to the library. These will be at the circulation desk - when the staff sees the patron is a "visiting" patron, they will hand them the letter.

It has been agreed to do another Fall event!

Bingo dates for 2017 are January 20th and March 24th, more to come. Paperwork needs to be filed for these dates.

Another suggestion for fundraising is a Jewelry Sale - donated costume jewelry that we sell.

Summit Library is having an event on December 3rd - check it out to see if we want to do this.

They raised \$7,000 last year.

### Programs

Dan is absent. He did report the last event went well and received \$64 in donations. December we will have Three Rivers Band and January 29th will be Blue Jersey Band.

### Movie

Denis and Pat will be getting started on a movie line-up for 2017.

### Volunteer

December 5th we need to stuff goody bags, can everyone donate 1-2 bags of candy.

December 6th we need cookies for Madrigals performance.

### New/Old Business

Denis noted there was no interest for movies for the homebound. The books are still in place however the service has not caught on yet.

Steve added Belle Mead library is having a Food & Wine event \$100 per person. They raised \$57,000 last year at the event. Anyone interested to check it out and see if we can do something like it here, please go and report back!

Nancy motioned to adjourn the meeting at 8:45pm.