

Friends of the Bernardsville Public Library, Inc.  
February 3rd 2016 Meeting Minutes

The Friends Board meeting was called to order at 7:36 pm by President Nancy Verduin. In attendance were John Bertoni, Katherine Harris, Jamie Bertoni, Janet George Murnick, Sarah Glazar, Stephen Autenrieth, Denis Dooley, Joanne Kavanaugh, Roni Larini, Lori Pakrul, and Jennifer Paragano. Not in attendance were Bob Baker, Maria Myers, Debbie Heimerl, Shikha Mayer, and Caroline Browne. Also in attendance were Patrice Cummings, Leslie Brown-Witt, and Shura Arnold.

President's Remarks and Notifications

Nancy announced the reception was a wonderful evening and she appreciates everyone's support for making it a wonderful evening. The Reception was well attended. She received a request for the Friends to provide snacks for Makers Day as we had last year; approved unanimously.

Vice-President's Remarks and Notifications

John attended the Foundation meeting and reports two new members have been voted in (Judi Sutton & Melissa Provost). The Foundation defined "endowment" for everyone, elaborated on the upcoming focus groups (Leslie will discuss further), and Ruotolo Group has been retained to obtain big donors and large donations. Ruotolo will be holding focus groups as part of their process. The Friends agree we need clarification on how this will work. John informed the Foundation we will not be participating in the Christmas Ornaments.

Correspondence

Nancy presented in Maria's absence. We received a thank-you note from Shura thanking us for the wonderful welcome.

Treasure's Report

Bob is absent. Nancy passed around his report for review. There were no questions from the Friends in attendance. Joanna is working on mailing list - cleaning up duplicates by address & name. Thank you to Roni and Debbie for sending out Thank You notes.

Library Report

Shura commented the wireless network in the library has been upgraded and the patrons now have a stronger signal. There is additional meeting space on the ground (street) level of the building which the Boro has provided to us. There is a main area and four small rooms; the main area can be used for meetings and the four rooms have been allocated to historical, Friends, Foundation, and records use.

The museum passes are up for renewal and it has been decided not to renew the Intrepid Pass. Shura is looking into alternatives: Imagine That, Fields Dinosaur Station, etc. All other passes will be renewed.

This year's summer reading theme is Fitness & Wellness. Some events already planned are a Monday evening performance, healthy cooking class, and olympics. First week registrants will receive a ticket for the bouncy house!

#### Community Outreach Committee

Debbie was not present and there was nothing new to report.

#### Finance Committee

Jamie had no updates; however quired the Board for interest in maintaining PnL for various fundraising events. Overall response was this is a good idea and will begin maintaining moving forward.

#### Fundraising Committee

Janet mentioned the committee met the previous evening and part of the discussion was with respect to the upcoming focus groups by Ruotolo. Leslie (Foundation) added that this is the second step of the process: 45 invites have been sent out to potential donors, she invited the Friends to attend the Focus Groups. The two groups will be held on February 23rd at 5:30 and 7pm (specifically for potential donors) for an hour each. The goal of the focus group is to be able to present the whole story, clarify perceptions, determine what works and what does not work, strengths and weaknesses, where we can improve, and why do we volunteer. Ruotolo will present the PPT presentation and obtain overall reaction.

John and Nancy asked how the funds will be used and Leslie clarified there are options (not fixed endowment): reserve fund, general fund, one can specify an area.

Janet reminded Bingo on the 5th and are hoping for 60 attendees. Would like to see this become a regular event. The committee also discussed the author luncheon - does the Board want to go with a traditional speaker or someone that is not well known but perhaps an interest area. Some possibilities including contacting publicist to see what will be released in next six months, possibly a chef or gardener and adding a silent auction to the event. One of the limitations for the author events is we can only provide transportation.

It was further discussed adding some non-traditional events to the calendar and exploring ideas. Jennifer will lead this up.

#### Nominating Committee

Shikha was absent and there are no updates to report.

#### Program Committee

Dan reminded us the folk duo has been rescheduled to Feb 7th for Sunday's at # and passed around a signup sheet. May 1st will be Carnaby St, a 1960s musical experience. June 3rd is the Seniors Breakfast and will have Ron Gartner "Rat Pack" theme - Scotch, Soul Rock n' Roll. October has not been decided yet.

#### Public Relations Committee

Caroline was absent and there are no updates.

### Volunteer Recognition

Sarah mentioned there is a committee meeting coming up this month and has a tentative outline of the budget which includes donations. Bob is OK with the proposed budget. There have been 120 people invited and approximately 40 attended last year. The luncheon will take place on April 11th (Monday), this is the first day of National Volunteer Week and will be held at the library. It was asked if we wanted to do some sort of recognition and agreed the committee will decide and coordinate donations.

### Public Comments

Patrice Cummings, Board of Trustees, thanked everyone for making the reception so nice. She thanked the Friends and Foundation for their continued support of the library. The Board of Trustees is working on the budget and it will go to the Boro shortly.

Leslie Brown-Witt, Foundation, announced Homes of Distinction will be on May 15th at the former home of Brooke Astor. The house was recently featured in Architectural Digest.

### Old Business

Maria is not present, however she is working on the Google Docs. We will put Jamie's PnL template in the online docs, as well as the manual.

Nancy presented the collage. Her and Jennifer have been working on this and pointed out the differences between our version and San Francisco's version. It was agreed this is a good idea and to reach out to graphic artist to help put together.

### New Business

Nancy reviewed the conference highlights: summer reading program and its importance, strengthening our message (why is the library important & staying current with technology). Is there an interest in updating our message? Agreed PR can handle this. How do we get the message out? National Friends of Library Week - use this time to raise awareness right before the campaign by setting up displays at entrance of library - is this part of Fundraising or Community Outreach?

Books for Homebound - It was agreed this is something we want to explore more. Denis volunteered to see how to make this happen.

Meeting adjourned at 9:01pm