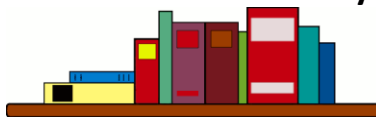


Friends of the Bernardsville Public Library Board of Directors



May 21, 2018 MINUTES

Attendance: Nancy Verduin, Deb Heimerl, Bob Baker, Lori Pakrul, John Bertoni, Jaimie Bertoni, Shawn Reischmann, Amy DeMilt, Alexandria Arnold, Jerry Clark, Dan Lincoln, Terry Thompson, Patrice Cummings (BOT)

Absent: Shikha Mayer, Pam Isenburg, Nancy G, Steve Autenrieth, Pat C., Maria M.

President Remarks- Nancy-

Tim Coleman has resigned, but still committed to mini golf.

Thank you to those who contributed to the Foundation Lottery gift basket \$80 value in excess of \$140 bidding. Homes of Distinction was 5/20, despite rain went well.

There was no Board of Trustees meeting.

BOT – Terry and Patrice

- Looking into Library participating in the Chamber of Commerce Family Fun day – takes place June 9 at Nervine Pond. Opportunity for library sign up card and to present summer programs. Will pay for table, will inquire as to non-profit discount. Save the date card for Mini-golf, winter camps, cool things coming up.

Campaign task force is working on campaign letter draft. First draft done, second draft by July presentation to BOT.

Vice President Remarks- John

Recording Secretary- Amy

Correspondence – Maria

Treasurer's report- Bob B.

April – slow month \$200 in donations \$1000 investment. Capital gain is down about \$5k from December. Expenses \$2600 to library; some printing costs for card.

Sharp increase of 200 donors of which 50 are new donors which is a big uptick; most by envelope, rather than on line.

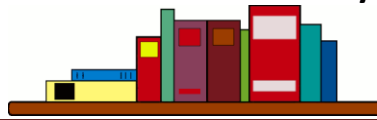
Taxes filed on time. End of June NJ charitable due, then all will be posted on line

Library Update- Shura Arnold

1. Social media coordinator position – packaged various responsibilities into social media/circulation position. Kristin McCarthy started 5/21. She has a graphic artist background. Will be working to up the Library's game in the social media space with a more comprehensive plan.

2. Pop up building museum June 27-July 3, a World's Fair themed mini museum in partnership with Bedwell lower grades. Provides a nice opportunity to share these buildings created by Bedwell students with the community. Dan will create some flyers to disseminate the information.

Friends of the Bernardsville Public Library Board of Directors



REPORTS BY COMMITTEE CHAIRS-

Programs- Dan

Concert April recap- 60 plus attendees including band.

Movie update- May last movie for the summer? It will be posted by the door.

Senior Breakfast- June 1st- sign up, we expect around 80 attendees. WWI Ragtime band will be playing.

August 8 ice cream social – just need volunteers.

September – local church group

Volunteer Recognition- Lori

47 volunteers in attendance – special thanks to Debbie, Maria, Jaimie and Dan who helped out immensely; expensed \$435 within budget, able to repurpose some supplies on hand and donations kept within budget

June 6th junior volunteer award cake and reception- 7 PM – cake, gift certificates volunteers appreciated.

Fundraising- Debbie

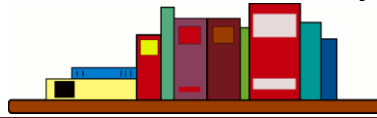
Mini Golf discussion- (Nancy/Jerry/Shawn/Karl/Dan/Bob/Debbie)

- Current status:
 - 3 confirmed hole sponsors –
 - Some interest from local companies – Dan will follow up with Ludlow; NJ Music Academy; Kumon
 - 3 confirmed prize sponsors
 - 2 confirmed but deciding on hole or prize
 - Tally: \$2,000 to \$2,800 depending on outcome of two confirmed but not defined
- Following up with 9 interested from first Chamber meeting – Shawn and Nancy
- Mailing of an additional 67 businesses (some received second contact)
- Jerry, Shawn, Karl, Nancy will do follow up on leads; continuing to increase in sponsors and leads
- Deb is doing a Google sheet for all of to follow up leads by identifying persons to follow up verbally or in person over next 2 weeks.
- Focus on Chamber group then in June focus on non-chamber members – larger outliers, then maybe larger companies for donations (Coca-Cola, Kraft..)
- Should we confirm and request the date from the Library Mini Golf group? No money up front. **Agreed to request to hold the date**
- As we progress further into the summer will need to identify lead roles and responsibilities for various volunteer and sponsor coordination.

Finance- Jamie. Update after 6 months

Public Relations- (Pam, Nancy G, Sage, Madelyn, Maria, Bob, Denis, Shikha)

Friends of the Bernardsville Public Library Board of Directors



- Should we be doing something in October for National Friends of the Library week (**10/21-27/2018**)? Did it raise awareness of Friends? Basket raffle, quiz for ticket, golden tickets for raffle, friend Friends for ticket all possibilities for low key visibility.
- Couple of contests to consider:
 - Bookface – contest available to find similar faces for book jacket, you become part of the book jacket picture.
 - Book in a Jar contest – book is shredded and placed in a large jar, and patrons are asked to guess the book based on visible shredded pages.

All of the above would be used to promote Friends during the week.

Agree to continue to keep looking into the above promotional opportunities

Need article for newsletter

Nominating- Shikha/ Nancy G

With Tim resigning will have a couple of openings in the fall as well.

Discussion on the outstanding issue of the number of seats on board and change to by-laws. This was tabled and will be presented in accordance with by-laws at next meeting.

Public Comments

Meeting adjourned

NEXT MEETING: July 11, 2018 - Wednesday

UPCOMING DATES

Ice Cream Social: August 20th, Monday

Annual Campaign: October 2018

National Friends of the Library Week: Oct. 21-27, 2018