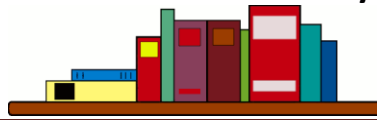


Friends of the Bernardsville Public Library Board of Directors



March 14, 2018 Minutes

Attendance: Pat Carroll, Jerry Clark, Bob Baker, Steve Autenrieth, Nancy Goguen, Nancy Verduin, Deb Heimerl, Pam Isenberg, Karl Piirimae, Tim Coleman; Amy DeMilt, Dan Lincoln, Maria Myers, Shikha Mayer, Shawn Reischmann, Shura Arnold, Leslie Brown Witt, Valerie Zanardi

Absent: Tim Coleman, Jamie and John Bertoni

President Remarks- Nancy V.

Email voting:

1. Approved expansion of the board to 20 directors
2. \$100 for Instagram Teen contest 3/10-3/17
3. Extension of Treasurers terms with 2/3rd majority vote

Nominating Committee presentation of candidates: Nancy G. - Pam Isenburg, Karl Piirimae, Shawn Reischmann all affirmed

Nancy's work schedule presents her in AZ for the first two weeks of every month, proposed to move the meetings to the third week of the month, and may need to set up a variable schedule. Polling of absent members re schedules. Next date 4/18 TBD on future dates

Mail Bag – Contest from Morristown Festival of Books looking for self-published authors to be selected in a contest, requesting Friends support for \$1000, first time requested. Good PR on brochure, website and at the event but it is questionable what the money is to be used for. Not sure what the benefit is for the Library. Event is to be held in Morristown in October. Pam will follow up with Pat or Wendy for more info to see if there is a more compelling argument to engage further.

Maker day goods- \$75 expenses, will not be rescheduled

Report from the Foundation meeting – Leslie – new Board elected in January. Homes of Distinction 5/20. Two homes to be presented, looking for committee volunteers and wine (\$20 or higher) for wine pull. 3 Tier tickets will be offered. Appeal by end of last month. Library will be receiving \$75k. Endowment will be kicked off next month. 3rd Tuesday of each month they will be having meetings. With respect to the lottery tree, always successful. Volunteer to collect money for the collection and creative person will be identified to make a set up.

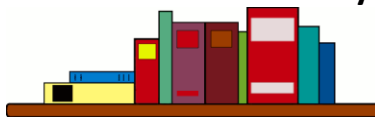
Recording Secretary- Amy

In Amy's absence Nancy previously forwarded the minutes for the January meeting early last month. Any comments/corrections, please advise changes via email. Minutes approved and will be sent to Madelyn.

Correspondence – Maria one note sent along to Shikha.

Treasurer's report- Bob Baker rebalanced the restricted/unrestricted funds accounts at the end of January, yields on both accounts should be comparable on the new rebalanced. Double income on low expense ratio Fidelity investments. The Foundation received one of the matching funds and will send to us.

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Library Update- Shura Arnold

Montclair Art Museum 4 adults broken up to two passes.

Dominating situation is the library use as a warming center, had about 416 folks during recent snow emergencies. Bernard's Township lost power so that may have helped the increase in numbers. Cheryl Ferrante from the town organized; Janet Murnick did 12 hour days and Pat Kennedy-Grant spent extraordinary hours staffing. Not sure if FEMA funds available, but was probably a negligible expense increase. Much gratitude expressed. Christine Zamarra and Tom O'Dea made an appearance, as did the Mayor.

The Boro budget was introduced 2.55% additional funds to bring it to approximately \$933K allowing openings on Thursday night hours (April) and Saturday will be opening. The success of the increase can be attributed to the fact the budget has been the same for 8 years, as a result a flat budget could impact ultimately personnel. Inflationary aspect pressures were very real.

Reports By Committee Chairs-

Nominating- Shikha/ Nancy G see above

Finance: Jamie absent

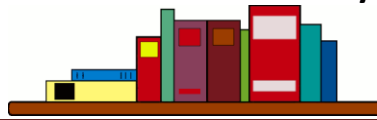
Fundraising- Vacant/Debbie

Amazon Smile triple gift % from .5 to 1.5% from March 12 to 31.

Mini Golf discussion- (Nancy/Tim/Jerry/Shawn/Karl)

- Approved by Foundation
 - February 8 & 9, 2019 the week after the super bowl
- Started packages for sponsorship
 - Have first prize sponsorship- Thank you Patrice
 - Chamber of Commerce and approximately 5 to 8 others hopefully next Tuesday if not we can go to the May with the intention to present to the Chamber and perhaps 7 or 8 other businesses, would like to get a good percentage of sponsorship from Chamber. Goal is to get an early start on sponsors so we are guaranteed to be in the green.
- Will need Mini Golf chair
 - Chairs for Sponsorship, food, silent auction/gifts, day of event planning
 - Will have sign up for coming meetings, but if anyone interested in chairs please advise.
 - Sponsorship:
 - Nine or so board members to each work with 1 or 2 signed up sponsors on their hole- to make it creative and fun
 - Will need everyone to sponsor in different capacity
 - Need Board wranglers – Sponsorship 9 board member to take 2 holes to guide the sponsors, Silent auction – swag set-up,
 - Food
 - Breakfast- donuts, coffee, bagels

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- Teen night – pizza?
- Family day lunch, snacks
- Adult night food and beverage
- Coke/Pepsi for drinks? Kraft snacks? To sell
- Silent auction/gifts- Comment from Leslie to coordinate the silent auction items. To avoid hitting same folks within 6 months
 - Silent auction items-
 - Gifts to sell from USGA (maybe)
- Volunteers- board, teens, library personnel?
 - 2 needed for money
 - 4 for 19th hole- food/gifts
 - 2 or 3 for walking the course during the teen and family events?
- PR committee will help with PR
- Shura and Tammy would like to participate and coordinate with the board will be here from beginning to end.
- Discussion re alcohol, can't charge, but can serve.
- To consider – will request personal contacts for potential businesses to sponsor, list will be vetted by Board prior to approaching
- More than exploratory at this point but if we cannot get sponsors then may need to reevaluate.

Request approval for \$100 in materials for the sponsor packages - affirmed

Remarks from February meeting that was cancelled:

Thanks to Jerry for going to Glen Rock and Greenwich to research mini golf and to the golf task force for its efforts to get this event off the ground (Tim, Jerry, Shawn, Karl) and to John for presenting to the foundation last night

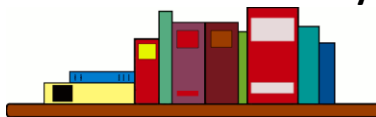
- Met with Glen Rock Friends and visited actual event in Greenwich CT as well as the vendor
 - 9 to 12 months planning
 - Sponsors the key. Neither sold all holes but still netted \$13,000 and \$16,000
 - Both held adult events which raised most of the funds over and above the sponsorships for Glen Rock.
 - CT had 1,000 attendees for the family event (much larger library/community)
 - Both had unique issues with sponsors but it has helped us develop some ideas/plans for our sponsorship

Other events for 2018?

Fundraising met and reviewed options:

- Author event in library with desserts
- Raffle event
- Other

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We have opted for a raffle- Amy

1. Renew license \$100 for 2 years
2. Complete raffle license request for borough/state
3. Design off premises ticket

Dan opined on the 50/50 raffle too much work and does not think that we will not even get \$1500; problematic not having an event at the end to sell tickets.

Raffle license renewal has been approved by vote.

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

Instagram Teen Contest- Leprechaun on the Shelf 3/10 – 3/17

Recap of 2018 planning meeting:

1. Enhance social media:
 - a) Additional materials- highlight museum events, new large type or rental books, and other news, we can push to target audience
 - b) Will need to divide up the materials so each of us has an area of accountability for Maria and Sage to post.
 - c) Additional areas of posting- Sage for other than Facebook
2. Campaign to get more likes on our media sites- can we run a campaign to get XX number of likes on Facebook and then the Friends will donate something to the library. People like to do easy things that make them feel they are helping. If we can drive people to like our page, we can push more out to the community. What would be a gift that would mobilize people to action?
3. Website is being updated. The Friends is willing to help pay for the upgrade overall and above what the library budgeted.
4. We are still interested in the mobile app and hope to work with the BOT on concerns. We think this is a key medium for getting out to the community, especially for the up and coming generation. The message will be critical - How can we pay for the app when the library has to reduce operating hours? We will need to come up with a compelling message! This is in addition to the research/ROI figures the library is working on.

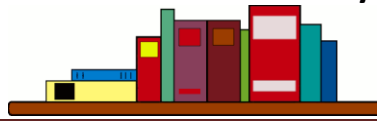
Programs- Dan (Shawn, Steve, Shikha, Pat, Tim)

Sunday @ Three Concert:

- Recap: 2/4/18 **Joshua Breakstone's Cello-Quartet** over 80 attendees and \$69 in donations
- Next event: April 29th: **Fieldstone Early Music Ensemble**

Volunteer Recognition- Lori

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- **Next Program is 4/29**
- **Next Meeting 4/18 April**
 - Volunteer recognition event planning
 - Volunteer committee- Junior Recognition award planning
 - Fundraising committee 2018 plans formalized