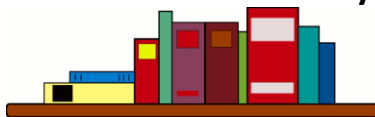


Friends of the Bernardsville Public Library Board of Directors



August 7, 2019 Agenda Minutes

Attendance: Nancy Verduin, Bob Baker, Nancy Goguen, Gladis Menare, David Larkin, Pat Carroll, Shura Arnold, Jerry Clark, Jamie Bertoni, Amy DeMilt, Victoria Oliveira, Lori Pakrul, Steve Autenreith, Gerry Donovan, Patrice Cumming (BOT)

Absent: Deb Heimerl, Denis Dooley, Dan Lincoln, Jose Borbolla, Pam Isenberg

I. **President's remarks**-Nancy V

II. **Vice President** – vacant

We are still in need of someone who can assist in the VP spot.

III. **Recording Secretary**- Amy

July Meeting Minutes for submitted for approval - **APPROVED**

IV. **Correspondence** – Nancy G

V. **Treasurer's report**- Bob Baker

Quiet two months: income \$100 donation and .64 interest

Capital appreciation \$42k up until this week; one of the better years for growth

Running solid on halfway point of year

Campaign year - \$33k from 201 donors

Matching gifts up \$1500

Expenses \$60 food breakfast.

Of the \$250 approved for the public relations committee, the following was spent:

- \$190 spent on posters for movies/concerts
- \$30 spent on magnetic name tags

\$5500 to library for month

VI. **Library Update**- Shura Arnold

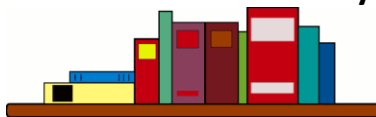
Personnel issues: 2 new folks at circulation 30 days; 3 resignations in youth services – all part-time have resigned for different reasons. Will impact fall 2019 youth programs – have one f/t person and one p/t; may lighten the calendar for offerings in fall.

Building issues: (i) problems with HVAC in fiction wing – have yet to diagnose problem, problem more of an access issue due to the units being tucked away up in the roof. (ii) roof leaks continue in storage area, and another area. Roofer came today and will report in next couple of days.

VII. **Reports by committee chairs**-

Programs- Dan/ Pat

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1. Movies
 - a. July movie – Martian- recap – 6 attendees – not sure if because of choice or timing.
 - b. August movie – new Star is Born
2. Ice Cream Social August 19 – next up. Penguin will supply complementing story time.
3. Concert added per last month’s meeting- 9/29

Sharlys Dugan is an award-winning Irish harpist. She is most well-known for her 11-year career with Dugan’s Hooligans, a New Jersey-based Celtic eclectic ensemble starring Sharlys and her brother, Connor Dugan. Sharlys has been playing the harp for nearly two decades and performing professionally since she was seven years old. She is a talented musician, dancer and vocalist, an engaging performer, and a natural entertainer.

Will be posting flyers, social media, sandwich boards.

Finance- Dave and Gerry – draft 2020 budget – meeting next Tuesday. Proposed two reports one is traditional and other with charts. Discussion of expenses. Since we are a non-profit not looking to churn profit necessarily, but not seeking to lose ground. Very robust investment strategy. We have been looking to fund more in past hence expenses increase. We probably should focus a bit more on long term as well as present. Discussion of allocation of expenses prospectively. Granular discussion on investment strategy best reserved for finance sub-committee (bond fund v. fixed return for x amount). Will follow up with Mark Smart and continue dialogue in sub-committee.

Fundraising- Jamie/ Debbie – Subcommittee met 8/6

A Hole Lot of Fun- Feb 8th 2020 Letter sent to 7 of the 2019 hole sponsors. Three have already confirmed for next year: Bernardsville Inn, Elite Taxi & Limo, Ludlow, plus the Friends hole (4 of 18 holes)

Proposed draft letter to new potential sponsors as well as past sponsors. (needs to be scrubbed)

Sponsor revamped:

- Keystone – price drop includes a hole, perhaps banner placement to stay up for a couple of months. [need Keystone sponsor]

Food sponsor

Bookmark would include Keystone and 19th hole sponsor

2 tiers of gift basket sponsors

Need to wrap up tiering sponsors to create package for distribution

Goal is to have sales packages done and present in September to Chamber of Commerce.

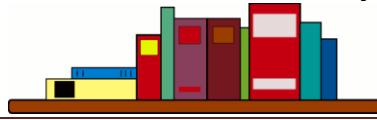
Have list with prospective looking for new hole sponsors. List will be circulated.

Campaign: requesting any final updates to letter. Mailing list reviewed and 95% complete. Letter is complete – will be going to printer. Late October targeted for mailing.

Public Relations- Subcommittee met (Bob, Pam, Nancy G, Gerry, Jose, Gladis, Victoria & Nancy V)

1. Purchased generic sandwich boards to use with upcoming and concerts
\$250 committed - \$190 on board and \$30 on magnetic name tags for functions will be stored in our room.

Friends of the Bernardsville Public Library Board of Directors



2. 'Save the Date' Bookmarks with 2 months of upcoming events to be available for ice cream social and upcoming movie (all events going forward); in process
3. Social Media campaign – Gladis will reinvigorate campaign
 - For all Friends sponsored events pre/post
 - Events/programs at museums
4. October Friends of the Library event planning
 - Helium balloons and posters where the Friends sponsorship can be found in the library
 - Basket raffle adult/youth option with tickets given if use Friends' sponsored activities (whole month of October?)
 - Requesting \$300 for the event including Balloons, 2 raffle baskets, posters, gift cards for baskets - **Vote required - APPROVED**
 - SOCIAL MEDIA LIKE CAMPAIGN - Proposed - \$1 donated to the library for every social media "Friend" received during celebration week- up to \$2,000 (needs approval). We would designate weekly a targeted goal amount for a specific event or purpose which can be pre designated by the library or open ended 'donation'. *This is over and above budget.* Want to promote getting people to "friend" us so they get updates.
 - Requesting an additional amount to \$2,000 for 'Friend' donation - **Vote required** – tabled for next month to discuss ideas for the campaign target and vote.

Nominating- Nancy G

Still looking: - PR Chair - VP position

Volunteer Recognition- Lori – nothing to report

Public Comments

Board of Trustees- Patrice

Asked to be on the Mayor's cultural arts committee; suggestion by Mayor to put our events on calendar. 9/6 Sounds around town availability to have table for Library.

An ad hoc committee was formed to discuss the roof issues which are a larger concern.

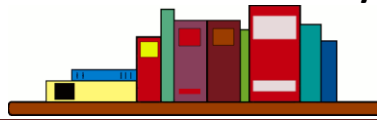
10/17 community wide meeting at high school, to discuss what should go on Mt Airy Road – we should be present and also discuss. This could go hand in hand with Shura's goal to raise awareness of the library.

Foundation-

- Planning for wine event 9/27 at the USET - \$85/head in advance – not yet on sale.
- Friends will again donate a lottery basket (Pat)- Please bring donation to August meetings if you have not already donated \$5 per.

Next board of Directors: Sept 4th

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Friends of the Bernardsville Public Library Key Dates 2019

Meetings: 10/2/2019 11/6/2019 (7 pm annual meeting, full room)

Concerts:

March 24 Forever Ray
April 28 Viva Vallenato! Folk Music of Colombia
Sept 29th Sharlys Dugan
November 3, Flamenco Guitar
October 13 or December 8 Bell Choir

June 7 Senior's day

National Volunteer Week celebration: May 6th

Ice Cream Social: August 19

Annual Campaign: October 2019

National Friends of the Library Week: October 19-26

Meeting agenda topic key dates:

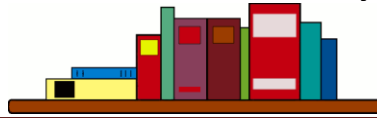
1. September
 - Finance- Preliminary Budget 2019 presented
 - Nominating committee- initial discussion officers and committee chairs for 2019

PR Chair
VP
Co- chairs for Volunteer, PR, nominating
No one must roll off this year:

Class of 2019
<u>Gladis de Silva Menare</u> (finishes John)
Patricia Carroll (finished others term)
Dan Lincoln* (2013, 2016) (came in 2012 or 13?)
David Larkin (finishes Maria)
<u>Amy Demilt</u> (finishes Jennifer)
Jose Borbolla- Escoboza (finishes Shawn)

 - Public Relations- Newsletter Nov/Dec (this is the annual letter)
2. October
 - Finance- Budget 2019 finalized
 - Campaign letter sent
 - Friends week celebration
 - Nominating committee- officers and committee chairs for 2018 finalized
3. November
 - Annual meeting
 - Budget approval
 - Committee Chair/Officers
4. December
 - Mini Golf meeting only

Friends of the Bernardsville Public Library Board of Directors



Current 2019 Committee Assignments/Task Forces

Finance	Fundraising	Nominating	Programs/ Movies	PR/ National Friends	Volunteer	Campaign
David Larkin (co-chair)	Jamie Bertoni	Nancy Goguen	Dan Lincoln	Vacant	Lori Pakrul	Lori
Gerry O' Donovan (Co Chair)	Debbie Heimerl *Co chair- correspondence	Steve Autenrieth	Steve Autenreith	Bob Baker	Debbie Heimerl	Nancy
Bob Baker	Steve Autenrieth	David Larkin	Pat Carroll	Jose Borbolla-Escoboza	Denis Dooley	Debbie
Debbie Heimerl	Pat Carroll			Gladis da Silva-Menare		
Amy DeMilt	Jerry Clark			Nancy Goguen		
	Amy DeMilt			Pam Isenburg		
	Nancy Verduin			Gerry O' Donovan		
				Victoria Oliveira		
				Nancy Verduin		

Note: Dan & Gerry are available for any committee for posting flyers.
 Dan is on the donations task force with the Foundation and library
 Pam is assisting in attending the Foundation meetings.
 Gladis is posting on social media for all committees/events.