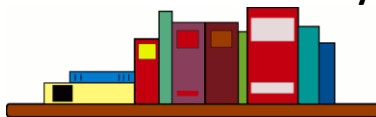


# Friends of the Bernardsville Public Library Board of Directors



## September 4, 2019 Agenda

### Minutes

Attendance: Nancy Verduin, Bob Baker, Deb Heimerl, Dan Lincoln, Jose Borbolla, Pam Isenberg, Gladis Menare, David Larkin, Pat Carroll, Jerry Clark, Victoria Oliveira, Lori Pakrul, Gerry Donovan, Shura Arnold, Terry Thompson (BOT), Leslie Witt (Foundation)

Absent: Nancy Goguen, Steve Autenreith, Amy DeMilt, Jamie Bertoni, Denis Dooley

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

Opened the meeting

II. **Vice President** – vacant

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

III. **Recording Secretary**- Amy

August Meeting Minutes submitted for approval with corrections noted by Dan

IV. **Correspondence** – Nancy V (reported in Nancy G's absence)

Thank you sent to Tom Ochs Penquin ice cream

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

Finances- received matching gifts of \$1,500 and \$250 for golf hole. We also received Amazon Smile \$9) and other small credits. We gave the library \$2490 in addition to expenditures for the sandwich board, name cards and some additional minor expenses for mini golf.

We finished the campaign year at the end of August, \$33,255 from 201 donors and \$6,600 in matching gifts.

Year to date, total gifts to the library were \$28,645.

Total assets continue to increase.

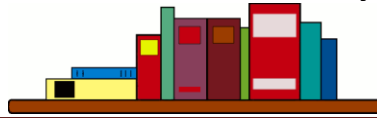
VI. **Library Update**- Shura Arnold

Library also has a sandwich board that can be used for hand lettering if desired. Summer reading is now completed. The Friends fund the entire program which is very much appreciated. The figures are being tallied but look to be higher than prior year.

Museum pass review- Children's Museum of Manhattan and Montclair Art Museum were less popular and likely replaced next year.

Buildings and grounds review- HVAC units above the juvenile section are the ones that are problematic due to location of the units. The township is also addressing the water leak. The township has offered to pay the water bill since the leak has been severe.

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Tech services area update- Dan has met with the library staff on the needs and is moving forward with options. There may be a move in flow within the room. Carts take a lot of space and are hard to house easily.

## VII. Reports by committee chairs-

### Programs- Dan/ Pat

1. Ice Cream Social- 100+ people! It was a lot of fun. We noted changes for next year, but the program was very well received. The story teller was a big draw. We also hung flyers. \$59 was received in donations.
2. Movies
  - a. August movie – A Star was born- 21 attendees. Flyers and sandwich board were used for publicity.
  - b. Sept movie- First Reformed movie is 9/27.
3. Concert - 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.

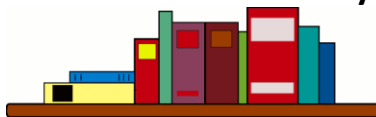
Will be posting flyers, social media, & sandwich boards.

Gladis will draft a flyer for review. Do one flyer with both English and Spanish.

Finance- Dave and Gerry – High level presentation of the budget and finances- we will spend about 15 minutes on this topic but keep it high level and informative

- Reference document was provided for the board to assist with understanding of the monthly report.
- Initial review of the budget was completed during the meeting
  - Friends funds 5% of the overall funding of the library
  - Question for board consideration- what to do if there is a loss (2018) in investment revenue (loss)
  - Campaign – with increase in number of letters sent, we expect an increase in new donations of approximately \$4,500. Recast the mailing metered to Print and mail costs.
  - Mini Golf revenue and expenses were reviewed, which span over 2 years.
  - Gifts to the Library- two main areas of increase- ESL may need funding of \$2,500 and Professional development \$.8K. Recast Volunteer lunch, seniors breakfast and youth Awards moved to gifts to the library
  - Notes- details for specific line items on the report.
  - Committee chairs should review their areas and address any changes.

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- Reporting non cash donations- we should be recording and adjusting accordingly.
- Photocopier was purchased in 2017 and payments will be finalized in 2020.
- Operating fund (unrestricted) and Blumenschine (restricted) fund graphs were reviewed.
- Dave will be sending email for Finance/Investment committee to meet and discuss the investment policy.
- Discussion ensued as to the impact of donations made by Board members in lieu of budgeted expenses. These should be accounted for in the budget but potentially offset to keep the budget zero based (no profit)
- Additionally this information as well as hours may need to be tracked.

### Fundraising- Jamie/ Debbie –

**A Hole Lot of Fun- Feb 8<sup>th</sup> 2020** Confirmed: 1. Bernardsville Inn, 2. Elite Taxi & Limo, 3. Ludlow, plus the 4. Friends hole (4 of 18 holes).

#### **New sponsors:**

- Basking Ridge Animal Hospital – food sponsor- \$100.
- Fratelli & Co Travel (sign up at ice cream social)- raffle item

#### **Other:**

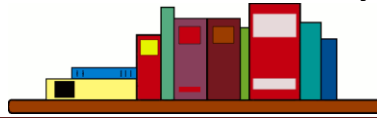
- Letters provided to Dan, Jerry, and Gerry for prior sponsors.
- Will follow up with Chamber of Commerce (no response).
- Have list with prospective looking for new hole, raffle, food or services sponsors. List circulated at the meeting with a few updates noted.

**Campaign:** Letter is complete – will be going to printer late September with late October targeted for mailing.

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

1. A generic sandwich board was used for the August movie. The Friends purchased one as we could not get access to one of the boards until November.
2. 'Save the Date' Bookmarks with 2 months of upcoming events used for Ice Cream Social, movie, at circ desk, etc. Next one due out mid- October.
3. Social Media campaign –Make sure you follow us on Twitter, Instagram and Facebook! Social media recast- 125 Facebook, 2 Twitter, and 114 Instagram. Calendar of posting and released to the board. Pre and post event posting. Post sample of the harpist.
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 take out a book/movie, etc. The raffle ticket will ask for 3 ways the Friends supports the library. Must be completed to win.
  - Requesting \$300 for the event including Balloons, 2 raffle baskets, posters, gift cards for baskets - Proposed budget spend: \$50 balloons, \$125 raffle prizes, \$40 signs & \$20 misc supplies- about \$250
  - 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 a targeted goal amount for a specific purpose which will be pre

# Friends of the Bernardsville Public Library Board of Directors



designated by the library or open ended 'donation'. Library department heads will have a final suggestion \$250, \$500, and \$750. Approved for the maximum of \$750.

- Local business, Priscilla's Pantry, has a ticker in the store that updates if someone likes the Pantry. Dave determined the price is too high to purchase but will look to so if it can be leased. If not Dan has a large vessel that we will fill with sand or M& M or something else to show our progress towards the goals.

Nominating- Nancy G (Nancy V to cover)

Nominated Pat Carroll as Programs Co Chair

Existing openings: - PR Chair - VP position

Volunteer Recognition- Lori – nothing new to report

## Public Comments

Board of Trustees- Terry

- Terry offered to provide information on the Blumenschine should others beside the committee be interested in the history.
- No board meeting in August

Foundation- Leslie

- Planning for wine event 9/27 at the USET - \$85/head in advance. Post card has been mailed (4,000). Twenty or more wine vendors and at least eight beer vendors. Anyone who wants to volunteer to pour beer, see Leslie. Also wine bottles would be appreciated.
- Friends will again donate a lottery basket (Pat). Donation request is \$5.

Next board of Directors: October 2

## **Friends of the Bernardsville Public Library Key Dates 2019**

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

### **Concerts:**

March 24	Forever Ray
April 28	Viva Vallenato! Folk Music of Colombia
Sept 29 <sup>th</sup>	Sharlys Dugan
November 3,	Flamenco Guitar
<b>December 8</b>	<b>Bell Choir- not confirmed</b>

2020 proposed dates

Feb. 23

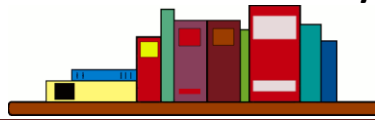
April 26

June 5 (Seniors day)

Sept. 27

Nov. 1

# Friends of the Bernardsville Public Library Board of Directors



Dec. 6

**June 7 Senior's day**

**National Volunteer Week celebration: May 6<sup>th</sup>**

**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:**
    - 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 2019 finalized
3. November
  - Annual meeting
    - Budget approval
    - Committee Chair/Officers
4. December
  - Mini Golf meeting only

**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.