May 3, 2023
7:00 PM At Library


- President’s remarks
  - Welcome - Elizabeth filling in for Nancy V.
- Nominating:
  - New officer: Nina Alstrom - Recording Secretary – unanimously approved
  - New co-chairs for Program Youth-Allison Porter, Meghan Scott – unanimously approved
- General: with the library closure at 8 sharp, we will need to start to end the meeting at 7:50. should we start our meetings earlier? Add updates to the agenda from each committee so we do not have to do the catch up in the meetings?
  - Proposed that committee updates are submitted prior to meeting and added to the agenda so they can be reviewed prior to the meeting.
- Board of Trustees news- Strategic Planning Update
  - Action teams are being set up to build out the action steps for each goal. Some of us maybe asked to participate- At a high-level goals relate to:
    - Communications- best practices to get the work out as to what we offer/events, etc. and how to get feedback/ideas from patrons.
    - Programming- offer a broader range of programs, more teens/adult programming, keep the youth programming solid!
    - Collection- responsive to patron requests, how to maintain our collection now part of MAIN.
    - Community partnerships- build our value by engaging with other organizations.
    - Facilities- upgrades to reflect the changes needed for the community- such as Zoom rooms, small meeting rooms, comfortable social settings, etc.
  - If you want to be considered for a team, let Nancy know.
- Program Youth- Congratulations on Egg Hunt events!
- By Laws- any updates other than what was noted? Comments? Do we need a few people to review and evaluate if reflects what we are doing? If so, who wants to do so?
  - Everyone send in a response either with edits or confirmation that bylaws have been reviewed with no changes.
- Vice President Remarks- Lennie/Elizabeth
- Recording Secretary- Nina
  - March meeting minutes – unanimously approved
- Correspondence – Nancy G
  - No updates
• Treasurer’s report- Bob Baker
  o See Financial report
  o Budget, discuss updates to library ask if we have specifics.

• Library Update- Fran
  o Many events including Maker’s Week and Eggstravaganza
  o Somerset County libraries considering a partnership for community wide borrowing
  o Personnel –
    ▪ new associate to work with teens
    ▪ Meaghan is moving out of state
    ▪ Professional development day May 11th
    ▪ Book order coming and WSJ online available
  o Facilities –
    ▪ Architect for bathrooms has been selected need to confirm a contractor
    ▪ Need upgraded lighting
  o Administration
    ▪ Budget shortfall resulted in cut hours and shared administrative duties (payroll) with the Borough
    ▪ Strategic Planning

• Reports by committee chairs-
  o Volunteer Recognition- Victoria, Anita
    ▪ Volunteer staff luncheon- update, support needed?
    ▪ Do we have youth volunteers to recognize? (June)

  o Programs- Adult - Lennie/Jerry
    ▪ Movie series – recap: April 21 NO TIME TO DIE- No patrons attended
    ▪ May 19- MRS. HARRIS GOES TO PARIS
    ▪ Will discontinue the program after June movie
    ▪ Concerts – May 7, American Sweethearts- Please sign up to help with this event.
    ▪ Senior Breakfast- June 2- we will need a lot of hands-on deck for this event.
      • MRB Jazz Project
      • Please be on the lookout for Signup genius for volunteer opportunities for the event.

• Finance- Elizabeth
  o Reviewed balance as of March and no changes need to be made
  o Next meeting will be in June
  o Friday will review info on donor management software

• Programs- Youth - Allison, Meghan
  o Coding and Cupcake decorating for Maker’s Week
Bunny craft at Eggstravaganza
Car Show- 6/04  May be doing keychains again
Movie The Never-ending Story- Downtown Bville/ Library/Friends partnership, July 12
End-of-Summer Party to coordinate with summer reading program on Monday, August 28th
6pm
Help with events requested from ALL members of the board

- **Fundraising**- vacant-  Patrick, Lennie, Steve, Jerry
  - **Meeting recap**- we held a meeting and have some preliminary ideas on approaches on fundraising. We plan to work on two fronts:
  - to increase the donations received as a result of our campaign letter and work towards an increase in revenue from mini golf.
  - New events we are exploring (Recap from Fundraising Meeting)
    - Gladis: Partnership will local businesses on promotion at their business where we receive a portion of the proceeds. We are discussing with Rebecca Collection (her idea) as a starting point. Both organizations promote a wine and cheese night, and fundraising aspect of the event. While individual partnership events may not be a lot of funds, it builds our value in the community and it is a way to give back to our sponsors. We could do 6 to 8 a year with the potential to have more than 1 business involved at a time.
    - Patrick: Qualified Charitable Distribution education program in October (help both the Friends and Foundation) and include in our campaign letter.
    - Steve: to research Rocky Hill Library country dinners (2024)
    - Consider a 5 K or golf outing (would need to do at times others are not holding theirs) or potentially partner with other organizations

- **Public Relations**- Gladis  (Victoria, Bob, Elizabeth S, Anita, Nina)
  - **Meeting recap**- (see full meeting recap at end of agenda)
  - Restated mission
  - Robust promotion of events- need appropriate lead time.
  - Enhance Public image of Friends-
    - Robust National Friends of the library week – October 15-21
      - Hold multiple events- planning to start soon
    - Stewardship letter
    - Newsletter articles
    - Posts
    - Enhance recognition for sponsors- decals?
  - Develop and nurture partnerships with Foundation, DT B Ville, and other organizations.

- **Public Comments**
  - Foundation- Patrice Cummings
    - Discussion regarding fundraising events partnership with Movie theater
Friends of the Bernardsville Public Library Board of Directors

- 4 fundraisers by Foundation this year, letter, giving day,

- Old Business/New Business-
- No new business
- Next Board of Directors: 6/7

Friends of the Bernardsville Public Library Key Dates 2023

Meetings: 1st Wed of the month 6/7, 7/5, 8/2, 9/6, 10/4, 11/1, 12/6
Concerts: 3/12, 5/7 America’s Sweethearts,
Annual Campaign: November 2022
National Friends of the Library Week: October 15-21

Meeting agenda topic key dates:

1. May
   - Volunteer recognition event- 5/11
   - Jr Volunteer program planning if applicable
   - Programs- Senior breakfast planning
   - Public Relations- Newsletter July/Aug
2. June
   - Junior Recognition award event
   - Senior breakfast- 6/2
   - Campaign task force preliminary planning- start letter
3. July
   - Fund raising update.
   - Public Relations- Newsletter Sept/Oct
   - Friends Celebration task force plans formalized.
4. August
   - Finance-Initial Budget development
   - Fund raising update.
   - Finalize annual letter
   - Finalize campaign details/ letter/listing.
5. September
   - Finance- Preliminary Budget 2024 presented.
   - Nominating committee- initial discussion officers and committee chairs for 2019
   - Public Relations- Newsletter Nov/Dec (this is the annual letter)
6. October
   - Finance- Budget 2024 finalized.
   - Campaign letter sent.
   - Friends’ week celebration
   - Nominating committee- officers and committee chairs for 2024 finalized
7. November
   - Annual meeting
     - Budget approval
     - Committee chairs
- Officers
# Friends of the Bernardsville Public Library Board of Directors

## Officers:

<table>
<thead>
<tr>
<th>Position</th>
<th>Name</th>
<th>Phone</th>
<th>Email</th>
</tr>
</thead>
<tbody>
<tr>
<td>President</td>
<td>Nancy Verduin (Creig)</td>
<td>(908) 265-4818</td>
<td></td>
</tr>
<tr>
<td>Vice Pres., Sec.</td>
<td>Lennie Ambelang (Jay)</td>
<td>(623) 252-8636</td>
<td></td>
</tr>
<tr>
<td>Program Chair</td>
<td>Elizabeth Bray (Greg)</td>
<td>(917) 692-7371</td>
<td></td>
</tr>
<tr>
<td>Vice Pres.</td>
<td>Bob Baker (Rosalie)</td>
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</tr>
<tr>
<td>Treasurer</td>
<td>n. <a href="mailto:goguen@yahoo.com">goguen@yahoo.com</a></td>
<td>(908) 247-1319</td>
<td></td>
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## Committee Chairs (additional):

<table>
<thead>
<tr>
<th>Committee Chairs</th>
<th>Name</th>
<th>Phone</th>
<th>Email</th>
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</thead>
<tbody>
<tr>
<td>Fundraising</td>
<td>Jerry Clark</td>
<td>647-9156</td>
<td>jeeryclarke128@gmail</td>
</tr>
<tr>
<td>Public Rel.</td>
<td>Gladis Menares (Jose)</td>
<td>45 Mullins Lane</td>
<td><a href="mailto:dagladis@hotmail.com">dagladis@hotmail.com</a></td>
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<tr>
<td>Vol. Recog.</td>
<td>Victoria Oliveira (John)</td>
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<tr>
<td>Vol. Recog.</td>
<td>Anita Gandhi (Neera)</td>
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## Board Members:

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<thead>
<tr>
<th>Name</th>
<th>Phone</th>
<th>Email</th>
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<tbody>
<tr>
<td>Nina Alstrom (Ryan)</td>
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<tr>
<td>Stephen Autonieth (Lois)</td>
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<tr>
<td>Ruth Darcy</td>
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<tr>
<td>Kathleen Doran (Richard)</td>
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<tr>
<td>Cheryl Maddaluna (Sam)</td>
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<tr>
<td>Maria Porrello</td>
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<tr>
<td>Kathy Peacock</td>
<td>(908) 938-0441</td>
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<tr>
<td>Allison Porter (Mathew)</td>
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<td><a href="mailto:allison.pfeili@gmail.com">allison.pfeili@gmail.com</a></td>
</tr>
<tr>
<td>Meghan Scott</td>
<td>(203) 400-2166</td>
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<tr>
<td>Elizabeth Stryker (Christopher)</td>
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</tr>
<tr>
<td>Patrick York (Lauren)</td>
<td></td>
<td><a href="mailto:york.pattick@gmail.com">york.pattick@gmail.com</a></td>
</tr>
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## Library Director:

<table>
<thead>
<tr>
<th>Name</th>
<th>Phone</th>
<th>Email</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fran Daley</td>
<td>908-766-0118</td>
<td><a href="mailto:XXXX@bernardsvillelibrary.org">XXXX@bernardsvillelibrary.org</a></td>
</tr>
<tr>
<td>Director’s Office</td>
<td>766-0559</td>
<td></td>
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## Board of Trustees:

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<thead>
<tr>
<th>Name</th>
<th>Phone</th>
<th>Email</th>
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<tbody>
<tr>
<td>Nancy Verduin</td>
<td><a href="mailto:nverduin@gmail.com">nverduin@gmail.com</a></td>
<td>221-0572</td>
</tr>
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## Foundation:

<table>
<thead>
<tr>
<th>Name</th>
<th>Phone</th>
<th>Email</th>
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<tbody>
<tr>
<td>Patrice Cummings</td>
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2023 ANNUAL EVENTS

EASTER EGGSTRAVAGANZA
APRIL 1 | BERNARDSVILLE POOL
Egg Hunt, Petting Zoo, Meet the Easter Bunny, DJ, Food Truck, Face Painting, and Crafts

BERNARDSVILLE GOLF CLASSIC*
MAY 22 | ROXITICUS GOLF CLUB
18 holes at the beautiful Roxiticus Golf Club, includes lunch and a dinner reception with silent and live auction, contests, a golfer gifts.

RESTAURANT WEEK
JULY 16 - 30
Celebrating Bernardsville’s eclectic cuisine and incredible dining. Restaurants may offer special menus, tastings, or other specials.

BERNARDSVILLE CAR SHOW*
MAY 29 | LOCATION TBD
Classic, Stock, Customized, Muscle, Movie, and tons more beautiful cars, with food trucks, music, kids activities and tons more.

SUMMER MOVIE NIGHTS*
JUNE 21, 28, JULY 5, 12, 19
Weekly Wednesday Family friendly movies by the Bernardsville Pool. Beginning at Dusk.

I LOVE BERNARDSVILLE 5K*
SEPTEMBER 17 | OLCCOT AVENUE
USATF Sanctioned course with challenging hills and a downhill finish, plus kids events, 2 mile walk and Wellness Fair featuring Bernardsville’s best health, fitness and wellness businesses.

HAUNTED HISTORY TOURS*
OCTOBER 14 | OLCCOT SQUARE DISTRICT
Led by Haunted History Productions. Touring the historical sites and stories of the Olcott Square District. Tickets on sale beginning September 1.

TRUNK OR TREAT*
OCTOBER 28 | LOCATION TBD
Town wide trick or treating In stores from 3 to 5pm, then Trunk or Treating from 5 to 7pm. Plus, a costume contest!

SMALL BUSINESS SATURDAY
NOVEMBER 25
Giveaways, promotion of local business’ holiday promotions, and free swag. Plus the publication of the annual Discover Bernardsville Magazine

WONDERLAND WEEKEND*
DECEMBER 1, 2 & 3
Kicking off the holidays with a weekend packed with holiday events, including the popular cookie crawl, gingerbread house competition, concerts, and the annual holiday parade.
The mission of the public relations committee is to manage and enhance the Friends public image and reputation and to advise the community of the Friends offerings. The committee is responsible for shaping and maintaining the Friends communication with its stakeholders, including donors, volunteers, partners, the library, and the public.

1. Event and program publicity- This includes developing and implementing communication strategies. This may include developing communication materials, managing social media accounts, sending materials to the paper and other channels to keep the public informed and engaged in the Friends activities and initiatives.
2. Public image management/ media relations- Committee works to create and maintain a positive public image for the friends. Media relations- The committee liaises with the media to cultivate positive relations and increase coverage of Friends events and initiatives.
3. Branding and Marketing: The committee works to build and maintain the Friends brand and reputation through consistent messaging, branding, and marketing efforts.
4. Partnership relations- The committee will work with designated partners to enhance our reach in the community as well as promote partner events.

Overall, the mission of the public relations committee is to effectively manage the Friends public image, enhance its reputation and ensure effective communication of Friends events and initiatives.

PRC- Public Relations Committee

1. Event and program publicity-
   a. Library events that the Friends are sponsoring or promoting.
      i. Request 15 days’ notice of the specifics
   b. Friends’ events (movies, concerts, youth events Friends are managing)
      i. Request 30 days’ notice of information
      ii. PRC will obtain information for releases online if not readily available. Supply of the act name is sufficient.
      iii. PRC will create and distribute releases in the form of Flyers, Social Media posts (Facebook- our site/ Bubble/DT Bville, Instagram, Twitter, etc.), posters/sandwich boards, etc.
      iv. Communication will be shared with the schools through the community folder, the paper, Downtown Bernardsville, Churches, and distribution of flyers
   c. Other ideas on channels of communication?
   d. Post event pictures and information to be shared with the paper: https://www.newjerseyhills.com/site/forms/online_services/submit_news/submit_news_imported-1340296000/

2. Public Image/media relations
   a. National Friends of the Library week (NFTW) planning- need a few PRC members to plan the events for the week: October 10/15
      i. Mayor- proclamation
      ii. Offer events- maybe the spelling bee for 1 age, writing contest for another and College interview prep for the older kids
      iii. Cake/reception for staff/public?
   b. NEW: Stewardship newsletter to our donors on what we have been doing, with pictures
   c. NEW: Library Newsletter article for fall (need to check when we next would be accountable for an article)
   d. Attend/participate in partner group events.
   e. Enhance recognition of sponsors- Decal for window showing Proud Sponsor Friends of the Bernardsville library
   YYY. Cost? Verify that it would be used/of value by checking with some businesses?
   See example attached (thanks Gladis) Vista print 100 for $600, Decal.com Cheaper - $250 , there are others.

3. Branding/Marketing- be consistent in our branding.

4. Partnerships-
   a. DT Bernardsville- support their events with attendance and if appropriate, an active role
      i. Egg Hunt- very well done by the Youth Program Committee.
      ii. Car show- 5/29
      iii. Winter wonderland weekend- first weekend in Dec
      iv. Other?
   b. Businesses- with fundraising partner with our sponsor businesses on events to promote their business and expand our reach.
      c. Other organizations?
         i. Schools
         ii. Churches?
         iii. Arts
         iv. Other community organizations
         v. Seniors?
   d. Ask Cheryl and Kathleen, is there something we should give to realtors related to the Library/Friends for prospective homeowners? Is the Library a selling point?
   e. Ensure that we are not overlapping or stepping on partner events in the community or competing events.