Friends of the Bernardsville Public Library Board of Directors

July 5, 2023
7:00 PM ZOOM

Members present

President’s remarks
Welcome

Board of Trustees news - Strategic Planning Update
- Action teams established and meeting starting this week.

Thank you to those who assisted with the summer reading kickout! Allison, Meghan, Kathy, and the Elizabeths!

Campaign Letter Task Force - Meghan, Allison, Nina and I - first draft underway will have for board review August or September

Foundation Event has changed: Participation in the Foundation event via Mystery Bag donations – lottery tickets. Volunteer to collect the donations by 8/31.
- No longer doing event on 9/23; would have taken a lot of time and effort with low ROI, plus competing events around the same time.
- Will be selling 50/50 at Farmers Market every Saturday until September 23rd when ticket is pulled. Cannot sell tickets online but can share QR code with info to support cash/check purchase of tickets (volunteers coordinating sale and collection).
- Selling 300 raffle tickets ($100 per ticket). Premier package includes 4 tickets to Hamilton with dinner and limo ($1600 value). Second prize is golf for three people (sponsored by member at local club). Third prize is staycation at Bernards Inn (dinner & stay).
- Will keep mystery bags: supplied by local businesses of at least $25 value, displayed in library and sold for $20 each.
- Foundation will gratefully accept donations from the Friends of lottery tickets, or cash to purchase gift cards, for our Mystery Bag fundraiser up until 8/31
  - Lottery board last year was a value of about ~$100. Elizabeth S. will coordinate and collect money (cash or Venmo). Elizabeth will send Venmo info to group, or folks can drop money in envelope in library mailbox.

Vice President Remarks - Lennie/Elizabeth
- Lennie and Elizabeth to run meeting in August, Nancy unable to attend.

Recording Secretary - Nina
- June Minutes (Nina to fix formatting and resend with this month’s minutes).

Correspondence – Nancy G
Treasurer’s report- Bob Baker
- $10,000.00 check from the Bessemer Giving Fund
- See financial report sent to group via email before meeting
- 990 and other forms for the year have been filed by CPA. Also working on audit, slated to be finished in August.

Library Update- Fran
- Strategic planning took place in June; got a lot of great info from planning meetings and are meeting again ahead of next Board of Trustees meeting
- Youth services has been especially busy with launch of summer reading, thank you to Friends for support
- Have facilitated 17 of 78 summer reading events so far and have had over 450 participants
- New Programming Librarian Jesse is being onboarded
- Have been dealing with facilities, working with architects and expect to have new restrooms breaking ground in Sept/Oct; also reprogramming alarms for fire, entry, and phones.
- Got a lot of positive feedback about summer reading kick-off, crafts and activities.

Reports by committee chairs-
Programs- Adult - Lennie/Jerry

Concerts – Sunday 10/1 New date and artist:
“Clouds in Our Coffee: A Carly Simon Tribute Performance by Gerard and Diane Barros

Movie – Kathy supported with last movie; there were two attendees who shared that Clarence Dillon Library also has Friday movies that are shown regularly and compete with Bernardsville presentation, which may have affected attendance here. We can revisit movie programming and think about if and how we want to move forward.

Programs- Youth - Allison, Meghan

- Summer Reading Program Kick-Off Event - End of Summer Celebration - August 23 - 5:30 - 7:00
  The end of the program celebration is an ice cream party with a performance by Bash the Trash, an interactive drum show (The Library will be able to use a grant from Clean Communities through the Environmental Commission to pay for the performance.)
  - For the end of summer event, we need ice cream scoopers and sundae makers! (prior email- Victoria, Elizabeth S, and Nancy G volunteered).
  - May still need to purchase ice cream. Kathy can go to Baskin Robbins – Allison to connect and get details for placing order.
- Event will likely be both indoor/outdoor. Consider what we need to keep ice cream cold if we are going to serve outside – could ask Ken Rent (might donate). Also lots of sprinkles in kitchen and probably bowls.
- Fran: Library plans to have calendar of upcoming events available in the library for August. Friends should reach out if there is anything else specific we want to feature. Programming staff at library thinks there will be a huge turnout for this event.
- Used to do flyer to promote event – we can skip the flyer this year since getting the word out doesn’t seem to be an issue. We should still post on social media.

- **Movie Night - July 12, 6pm - 8:30pm - Bernardsville Pool**
  NEED VOLUNTEERS
  https://www.signupgenius.com/go/8050845ABAA28A6FB6-movie
  We are partnering with Downtown Bernardsville to provide activities prior to the start of the movie "The Neverending Story." We are planning on doing a trivia contest with questions related to books & movies. We are looking for volunteers who A) have attended movie nights at the pool and know how they typically go, B) want to emcee a trivia contest, *or* C) would already be attending with their families. If you meet any of those criteria, please volunteer!
- Group has been creating trivia questions and working on prizes. Would like to be able to give out participation prizes for everyone who does trivia, then bigger prizes for winners.
- Flexibility in budget for prizes – confirmed to spend up to $300
- Nancy and Kathy volunteered so far. If anyone else is interested, please let group know.
- Trivia will start around 7:30, but Downtown Bernardsville will have other casual activities earlier than that. **Gladis** to update social media to share trivia starting at 7:30.
- Planning to have print outs of trivia questions, participants will have a set amount of time to finish, then they will swap sheets and grade each other’s work.
- We should take photos and do write-up of trivia portion of event and share with Bernards News. Mention that event is partnership with Downtown Bernardsville & Library.

  Banner
  Give aways?

**Fundraising** - vacant - Patrick, Lennie, Steve, Jerry,

High level recap of June meeting. (Next meeting is TBD)

**Prior meeting open topics:**

1. **Gladis:** Partnership will local businesses on promotion at their business where we receive a portion of the proceeds. **Mark your calendars for 10/13** at Rebecca Collection. We will be promoting the event, providing wine and cheese, and hopefully customers!

2. **Patrick:** Qualified Charitable Distribution education program in October (help both the Friends and Foundation) and include in our campaign letter. Plan is for a broader topic on charitable giving strategies including Qualified Charitable Distribution, highly appreciated stock or donor advised funds. **10/18 has been reserved for this event. 6;30 to 7:30 (open until 8)**
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3. **Golf Outing (2024)** - DTB is willing to partner, and Foundation is okay with a later April or May event. We would need to discuss further with Olivia as to how best to move forward and what we could conceivably raise for both organizations.
   a. Sponsors - Olivia felt she had them but did not have headcount
   b. Headcount - tickets were high at $425. How can we lower this price and still make money?
   c. Silent auction - bigger ticket items?
   d. Non golfer packages like the email sent by Fran

4. **Country Dinners at library (2024)** - Steve to get more details on the Rocky Hill Library country dinners. Pending response from contact. The library is under construction and has limited open hours.

5. **5 K (2024)** - Patrick - consider a 5 K. DT Bville does one in September (they had Columbia bank as a sponsor). We would need to determine when others are held and see if we can find a timeframe that works with the schedule.

6. **Other**
   a. Bingo
   b. booze/food/band - somewhere - Library? Timing?
   c. Centennial celebration - how join in and make sure not overlapping

Public Relations - Gladis (Victoria, Bob, Elizabeth S, Anita, Nina)
   o From June Meeting: Recommendations for general event materials (Gladis to take next steps)
     ▪ Sandwich board
     ▪ QR code sign that links to an event calendar that stays up to date and can be brought to all events.
     ▪ Smaller Friends banner

Meeting recap - No June meeting held
   o Plans for National Friends of the Library week - potential programs. Early planning stages - will soon need support from others to finalize and plan. Have community room booked for whole week for now (besides evening of 10/17). May also have overlap on that Mon and Wed; Fran will connect with Mrs G to make sure we are set up right. We mostly want to be sure to secure the large room for the bookend Saturdays (10/14 and 10/21).
     ▪ Spelling bee – **Anita** connecting with school leaders (principal at Bernardsville MS)
     ▪ Mock interviews and resume support for high school students – **Anita** connecting with Bernardsville head of guidance department
     ▪ QCD speaker event
   o How to market ‘partner events’ - such as Rebecca Collection wine and cheese event, 15% of profits to Friends, which are being considered by Fundraising
   o Other partnerships such as Goldfinch Coffee/Bookworm
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- Table at Farmers market (select dates) to highlight what we do and upcoming events. Maybe in collaboration with a partner organization (Penguin ice cream or other offered?)
- Research small give aways such as magnets, decals, key chains, etc.

Finance- Elizabeth
Budget season approaching, will be meeting with Fran and preparing draft.

Volunteer Recognition- Victoria, Anita
Based on library feedback, then Junior volunteer rec is moved to September. Need list to know how many kids volunteer.

Nominating: Nancy G
No update

Public Comments
Foundation- Patrice Cummings
- Wine and Beer tasting event is cancelled. The Foundation is holding a raffle with limited # of sales for three wonderful prizes (see first page for more details).
- Printer – Foundation sticking with Bernardsville Printshop.

Old Business/New Business-

Next Board of Directors 8/2