

June 4, 2025 7:00 PM

Attendees: Nicole W, Mary Fran D, Jerry C, Kate B, Nancy G, Janet L, Kathleen D, Kathy P, Victoria O, Patrice C, Allison P, Susan H, Alicia O, Carolyn D, Kim D, Elizabeth S, Nancy V

Zoom: <https://us02web.zoom.us/j/84369990069?pwd=btxwvHA2DRyYzCc6hY99NZwiNM0YIC.1>

President's remarks-

Welcome!

Confirmed room for meeting 10/8.

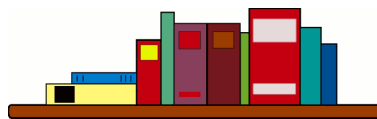
- October meeting has moved from 10/1 to **10/8** because of Yom Kippur (just need to confirm that there are no conflicting community events (back-to-school night)

Campaign letter task force-

- **Need lead** to set the team into motion. Ideally in June identify the letter theme and start draft.
 - **Allison to check if Meghan can begin first draft; if not, Nina can tackle.**
 - Potential theme ideas: reimagining the library, 25 years in this location, add pictures?
- Order new mailing listing. Identify and research differences (homes) update all renter information

Restrict to homeowners only? Do we get enough from renters to make it worth while?

- Estimated \$500- vote for approval. Looking at options
- Current platform (Data Axle) tells us if there are new homeowners (list sourced through US Postal Service); comparing our list to theirs and looking up differences on property tax listing. If they're owners, it will match; if renters, it will not. So do we go by tax records of Data Axle?
Learn towards Data Axle.
- Not sure if we have gotten any donations from renters; consider if we should continue to send? Same thing with people from Far Hills. Confirm with Bob.
| **LeadsPlease-** \$450
- **Exact Data Lists for Business or Consumer Leads**
- **Build a Mailing List and Reach Your Target Audience**
- Order in August/September for the latest info but enough time to do the updating.



President:

Key milestones and dates: Any concerns, adds or changes?

The tasks in yellow have been added (draft) and they only apply to this year.

6. June

- Adult Programs- Senior breakfast held
- Campaign task force preliminary planning
- Chair or designee, order new mailing listing. Compare lists and update apartment names and identify homes that are different than on current listing. These may need research. Listing has Mr. & Mrs. So, use our listing for any names on both list. 2021- Jennifer Lillion, Sales & Marketing Partner, Data Axle USA(formerly InfoUSA) O: 866.738.0117- E: jennifer.lillion@dataaxleusa.com but any company would work
- PR committee on 2025 Friends of the Library week events updates
- Nominating and officers identification of potential chair/co chair(s), vice chairs

7. July

- Fundraising committee 2025-26 initial planning
- PR committee on 2025 Friends of the Library week events formalized
- Nominating/officers finalization of potential candidates for chair/co chairs/vice chair

Transition planning: Nominating is working on viable options for consideration

3. Identify Potential Successors- with Nominating, Officers- Active

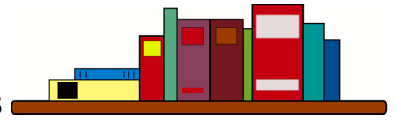
- **Recruit and Mentor Potential Candidates:** Start by identifying individuals within the current board or Friends group who have the potential to take on a leadership role. Look for someone with a strong commitment to the organization, leadership qualities, and the ability to communicate and collaborate effectively.
- **Provide Mentorship:** If possible, begin mentoring your potential successor now. Provide guidance on their involvement, share your leadership experiences, and let them shadow you in meetings and decision-making processes.
- **Consider the Need for a Vice President:** Since there is no current vice president, consider appointing someone to serve as an interim or acting vice president for the year. This can help balance the workload and ensure the board is prepared for leadership continuity after you depart.

Public Comments:

Board of Trustees- Nancys

Foundation- Patrice Cummings

The Foundation has completed its 991 Form and sending to IRS shortly. The annual appeal letters should arriving in mailboxes any day now. Discussing doing another gratitude event for major donors; looking at possible dates in November (TBD with input from Nancy V and Fran). Have also had very early preliminary discussions about a combined Friends and Foundation fundraising event for major donors (more to come on that). Starting preliminarily discussions with library about disbursement of funds; will never touch principal balance as bylaws outline. This is a major milestone, but conversations are still very early and we will be looping in donors and other experts as things move forward. And congratulations to Friends for taking



great care of Blumenschein account, which is a big contributor to the financial wellbeing of the library!

Vice President Remarks- Vacant-

Carolyn Foundation update if Foundation rep not in attendance

Recording Secretary- Nina

May Minutes – no comments.

Correspondence – Nancy G

Treasurer's report- Bob Baker

Financial report sent to friends ahead of meeting via email. Additional information will be presented next month. Rebalanced this past month, and everything is looking good!

Library Update- Fran

Summer Library Lunches: Go Fund Me Campaign a success.

Thank you for renovation! Library is mostly packed up and collection is largely unavailable, but it will be worth it! Painting and lighting is much brighter (better visibility in stacks and while reading). Have replaced all carpeting in south wing and are expected to rip out a lot of empty shelves starting June 11. Professional library packing company has finished most packing, followed by rest of new carpet and furniture. Renovations should continue through the beginning of July. Starting June 16, will have “mini library” off to the side for patrons. Not expecting any delays with installations; all going smoothly.

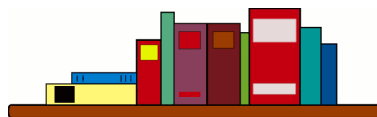
Kicking off summer reading Saturday June 14 – thank you to the Friends for all the support in event planning! And thank you for signing up to be a summer reader yourselves! Also a great time to get a library card if you don't have one; reach out to Fran.

Thanks to Friends also for support with summer library launches Go Fund Me campaign – hit our goal in just a week! Huge success to have raised the money, very exciting that we are able to do it ourselves thanks to the fundraising and the Somerset County Food Bank (supporting with logistics). Volunteers will be helping with packing up lunches, which will be available at the schools and library.

Reports by committee chairs-

Programs- Youth- Allison

Upcoming (Summer Reading) Programs -



- See Sign-up Genius to volunteer to help at kick-off, finale, or the 6 traveling story times that are planned: <https://www.signupgenius.com/go/8050845ABAA28A6FB6-56313459-summer>
 - Traveling storytimes: Kids and families go and meet the librarian at a location around town (Event is about an hour long. Role of Friends is counting number of attendees, handing out stickers for event, general organizational support.
 - Kick off: Saturday June 14th in library parking lot. Library will be giving away free books for those who come and sign up (brand new children's books that were duplicates of library stock "while supplies last)
 - Finale: Kathy, Allie, and Megan will all be away during event itself so we will need someone to go and pick up the ice cream (will confirm when we get closer).
- Event Line-up:

Event	Date	Time	Location	Sign Up Genius
Kick-off	Sat 6/14	11:00 - 12:30	Library Parking Lot	Full
Stirling Stable Storytime	Thurs 7/10	10:00 - 11:00	Stirling Stables	Full
Traveling Storytime	Thurs 7/17	10:30 - 11:30	TBD	Full
Movie Storytime	Thurs 7/24	11:00 - 12:00	Bernardsville Cinema	Full
Great Swamp Storytime	Thurs 7/31	11:00 - 12:00	Great Swamp	Full
Traveling Storytime	Thurs 8/7	10:30 - 11:30	TBD	Alternate open
Traveling Storytime	Thurs 8/14	10:30 - 11:30	TBD	½ filled, alternate open
Summer Reading Finale	Wed 8/20	6:00pm - 8:00pm	Library Parking Lot	¾ filled

Tiny Art Show:

Tentative timing (*dates below are confirmed with Library*)

9/2 First day to pick up canvas

9/27 Open Art Day at library (10:30-noon)/Last day to pick up canvas/First day to drop off canvas

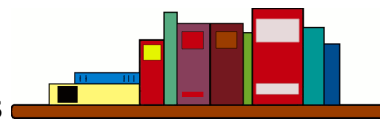
10/5 Last day to drop off finished canvas

10/6 First day of voting

10/23 Last day of voting

10/26 Artists' reception (2-3pm)

Summer reading update:



- Sign-up Genius to volunteer to help at events: <https://www.signupgenius.com/go/8050845ABAA28A6FB6-56313459-summer>
- Buddy the Bookworm program launching early June
 - Program is full! We got 20 businesses. Few more folders to go out. Everyone engaged to so far has been very excited, including some new places.
 - 20 businesses confirmed as of 5/27 – we hit our goal!

Tiny Art:

- Alisa Donohue confirmed as our expert judge; she has blocked the important dates

Friends of the Library Week:

- Would like to do "Friendship Bracelets with the Friends" as usual - any weekday at 4pm should work

Programs Adult- Jerry/Kathy

May 18 – Mariachi Citallai (4 musicians)- Recap

June 1 – Lazy Sky Band (Acoustic Bluegrass trio)- Recap

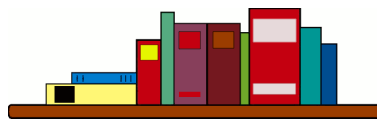
Had 50 people attend, was a great concert! This is one we could keep on our list to rebook in the future!

June 6 -Senior Breakfast- 10 AM start time, community room- Assume closer to 60 (40 last year without the seniors bused in); already 43 on the list.

Catered from Bernards -

tray of scrambled eggs	\$80/tray (he recommended two trays For 40?)
mixed bacon/sausage	\$100/tray (1 enough?)
coffee urn, milk, sugar,	providing free of charge
cups, stirrers	\$80/urn

- Nina to bring watermelon cut up
- Kathy bringing water, juice, pastries
- Nancy V to bring leftover bags for folks to take food home
- Maxine and Ed Alstrom will perform- **Offer of donation of a small keyboard.**



- Kathy and Jerry will send Sign Up Genius for volunteers **FRIENDS: Senior Breakfast- set up full, clean up 2 slots open**
and any items not being catered.
- Kathy to follow up with PR committee (complete form so they can create flyer for Senior Breakfast that can go up in local businesses).

Concerts pick up again in the fall with Simon and Garfunkel band and NJ Academy of Music.

Public Relations- Alica / Kim

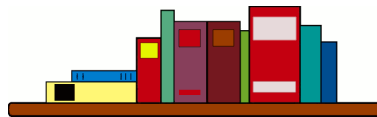
Link to PR request form: <https://forms.gle/2Y6MGgN2qbbs8BQW8> (will also email)

- Social Media metrics- Facebook: 1,200 views this month (up 670%!), 2 new followers. Instagram: 521 views this month (up 85%), 13 new followers - Excellent growth!
- 4 new posts in May + content shares (Mariachi concert, summer reading, summer lunch program and Lazy Sky Band) ; concerts + summer lunches posted to community friday folder and Bubble
- Upcoming events- Summer reading content is calendared, we are working on it. Will share library's senior breakfast SM posts.
- Senior breakfast - Are there flyers?
- Looking into individual business cards for Mini Golf solicitation
-

National Friends of the library Week:

Last year's programming:

- Tiny Art Sale- Youth programming- Already planned as noted in agenda
- Spelling bee- Kathy P and I with Bedwell and Kumon- We plan to offer again on Sunday 19th
- We had a speaker one of the evenings - open adult related program and we offered Tai chi (was supposed to be singing bowls but she cancelled twice)
- Wine Tasting- We charged \$35 last year and raised \$1,000 or so, which makes it a mini fundraiser. Sponsored by Patrick York's firm. He was talking about taking it off site to a restaurant this year- less work on our part. Note: the library pushed back a bit (nicely) and asked if we would consider a trivia night or something else more in keeping with the library.
 - Partrice has a contact who has hosted trivia events for Downtown Bernardsville in the past if we want to reach out.



- 56 degrees carries local chocolatier J.A. Morrey. Can ask them about a wine + chocolate pairing (this kind of event has been successful in other places).
- Friendship Bracelet workshop will be offered again. (During the week – can be flexible depending on when the other scheduled events fall).
- Sip, Shop, Support- I think it was the Thursday before, with about 6 businesses participating. By far, most of the spend that night was on the Friends board members participating. I think we raised about \$500 or so but paid for an ad in the paper to try to get more publicity. I think we netted more the prior year. If we had a lot of participation, it would make sense, but I would vote no to repeating (the greater board may want to continue, which is fine)
 - **Group is in agreement about skipping this year and reconsidering in future years.**

Suggested adds:

- Kumon would like to have more engagement in the community and was interested in a Math related activity (in addition to the spelling bee – could schedule this for Saturday the 25th since tiny art is prior Saturday and spelling bee is 26th). Sweety was going to come up with ideas for us to consider. I would predict there would be light engagement from the Friends. I would vote yes for this addition.
 - Group is in agreement; consider different age group than Spelling Bee so that pool of participants is bigger and doesn't overlap.
- Singing bowls: someone recently doing this in Morristown and in the area; **Alicia to reach out and get details. Kathy to send additional contact info over to Alicia. Allie may have a contact as well.**
- Food tasting or cooking-related workshop? Something like previous tomato-tasting event at library (was someone from Natirar). Something harvest/fall-related? **Fran can look into it, they are very popular and gather a lot of attendance.**

Volunteer Recognition- Victoria/ Kathy

No update (next event is September)

Fundraising- Jerry/Vacant

Reforming efforts, new members

We will be getting into shape during our "off season" and start brainstorming / planning fundraising events for the next fundraising year. Bingo was mentioned by some of the attendees to adult night. There was a definite interest in its return to the library.



Recommendation: we should consider asking local restaurants for doing a fundraiser on behalf of the Friends (i.e. 10% of proceeds one night goes to Friends if patron brings in flyer). Fran can give us some leads on catering (i.e. discounted family meals that get picked up at the library). We lean towards engaging local pizzerias since local restaurants that cater have offered a lot of recent support to the library.

Finance- Matt

Nominating: Nancy G

Finance Includes tax letters	Fundraising includes campaign	Nominating	Programs Youth	Programs Adult	Public Relations	Volunteer Recognition
Matthew Porter (Co-Chair)	Vacant (Co-Chair)	Nancy Goguen (Co-Chair)	Meghan Scott (Co-Chair) (LOA 1/25)	Jerry Clark (Co-Chair)	Alicia Ochs (Co-Chair)	Victoria Oliveira (Co-Chair)
Vacancy (Co-Chair)	Jerry Clark (Co-Chair)	Carolyn Duff (Co-Chair)	Allison Porter (Co-Chair)	Kathy Peachey (Co-Chair)	Kim Donaghy (Co-Chair)	Kathy Peachey (Co-Chair)
Maria Parrella – Tax letters as well as committee	Kathleen Doran	Kathleen Doran	Elizabeth Stryker	Susan Horowitz	Nina Alstrom	Nina Alstrom
Nancy Goguen	Alicia Ochs		Kathy Peachey	Janet Loengard	Bob Baker	Susan Horowitz
Bob Baker	Carolyn Duff		Victoria Oliveira		Elizabeth Stryker	
	Kate Buchheim		Kate Buchheim			
	Nicole Woods					

1. Campaign Task Force: Meghan Scott, Allison Porter, Nina Alstrom, Janet Loengard
2. New Homeowner letters: Maria Parrella
3. Tax Letters- Maria Parrella
4. Attend Foundation: Carolyn Duff

Issues

1. No vice presidents

Friends of the Bernardsville Public Library Key Dates 2025

Meetings: 7/9, 8/6, 9/10, 10/8, 11/5, 12/3

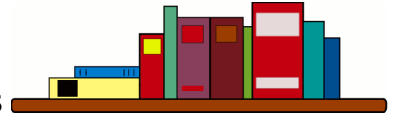
Upcoming meetings

- July 9th - confirmed
- September 10th - Confirmed room is available so we will meet on the 10th.
- Planning to move October meeting from 10/1 to 10/8 because of Yom Kippur (just need to confirm that there are no conflicting community events (back-to-school night))

Concerts:

October 5 – Coococachoo, Simon and Garfunkel Tribute (duo: Ed Jankiewicz and Tom Johnston)

Annual Campaign: November 2025



National Friends of the Library Week: Oct. 19-25, 2025

Links:

Full year milestones listing: https://docs.google.com/document/d/1aDmhTzzGWZwSl_a-PGVAftTnPoj_5eI/edit?usp=drive_link&ouid=117721953741565111103&rtpof=true&sd=true

Roster: <https://docs.google.com/spreadsheets/d/1xUo8lQg4VmP7lxNw29VijWWBvnoYNBmc/edit?usp=sharing&ouid=117721953741565111103&rtpof=true&sd=true>

Link to PR request form: <https://forms.gle/2Y6MGgN2qbbs8BQW8>