

MINUTES OF THE FEBRUARY 13, 2024, MEETING
OF
THE BERNARDSVILLE LIBRARY FOUNDATION, INC.

A meeting of the Board of Trustees of the Bernardsville Library Foundation, Inc. was held via zoom call on Tuesday, February 13, 2024, beginning at 6:34 pm.

The following trustees attended the meeting: Patrice Cummings, chair; Jamie Bertoni; Debbie Heimerl; Justin Lynch; Shikha Mayer; Michael Myers; Anne Reilly, and Amiee Watts. Absent were Trustees Roni Larini, Chieko McClester, and Kat Zielinski. Guests included Library Director Fran Daly, Cheryl Maddaluna from the Friends, Bridget Burke, and Karen Brodsky.

1. WELCOME AND INTRODUCTIONS

Chairperson Cummings opened the meeting at 6:34 pm by welcoming the Trustees of the Board and introducing guests Ms. Karen Brodsky and Ms. Bridget Burke. Cheryl Maddaluna from the Friends was also in attendance and introduced. Chairperson Cummings thanked the Trustees for attending the February Meeting via zoom and noted that while February is usually a “quiet” month for the BLF, this is the time to begin preparing for our fundraising events that begin in April.

2. MINUTES OF THE JANUARY 9TH, 2024 BLF MEETING

Minutes of the January 9, 2024, meeting were emailed to the trustees prior to the February meeting. Noting no corrections or changes to the January 9th meeting minutes, Secretary Reilly motioned for the acceptance of the minutes. Ms. Bertoni seconded the motion. Ms. Heimerl abstained from voting on the minutes. The January 9, 2024, minutes were approved by all Trustees present apart from Ms. Heimerl, who abstained.

3. TREASURER'S REPORT

The Year End 2023 Financial Reports and the January 2024 Monthly Financial Reports were emailed to the Trustees prior to the February 13th, 2024, meeting. Treasurer Myers first presented the January 2024 Monthly Financial Reports. Treasurer Myers reported that there will be some changes to the reports going forward. Hearing no questions or discussion regarding reports, Treasurer Myers moved to accept the January 2024 Monthly Financial Reports as presented and the motion was seconded by Ms. Watts. The Monthly Reports were approved by all Trustees. Treasurer Myers then presented The Year End 2023 Financial Reports and reported no significant changes from prior presentation of the 2023 Year End documents at the January 9, 2024 BLF Meeting. The difference on the Year End 2023 Balance Sheet Operating Account balance to the end of the year actual Peapack Gladstone Operating account balances was explained by checks accounted for in 2023 that arrived in 2024. Explanation was acceptable to the Trustees. Treasurer Myers moved that the 2023 End of Year Financial Reports be approved by the Trustees and the motion was seconded by Ms. Heimerl. The reports were approved by all Trustees present.

Chairman Cummings requested Profit and Loss statements for each separate fundraising events for planning purposes. Treasurer Myers agreed to prepare reports for each fundraising event: Library Giving Day; Annual Appeal Letter; 50/50; and Grand Raffle.

4. BERNARDSVILLE LIBRARY UPDATE - DIRECTOR'S REPORT

The Library Update by Library Director Daly occurred after the Presentation of Potential New Board Members by Chairperson Cummings. Director Daly thanked all the Trustees and the BLF for their continued support of the Library. Director Daly thanked the BLF for the \$500.00 Grant passed on to purchase Large Print Materials. Director Daly encouraged BLF Trustees to attend the "Love Your Library" Event on Thursday, April 15, 2024, at 1 PM. The event is part of Bernardsville Centennial Celebration with Mayor Jane Canose. The Library Staff is celebrating the success of the Friend's Mini Golf Event and preparing for the many upcoming events including the Makers Week Events. Director Daly reported the renovation of restrooms should break ground in about 2 weeks. Port-o-potties were put into use a few days in advance of the planned date to prevent more damage to the existing restrooms. The Library may need to close for a few days for the demolition. The Strategic Plan is under review and in planning stages for further possible changes to the Library including more small meeting rooms, enhanced children's space, and possible lounge space. The Library Board will be meeting with the Borough Finance Committee on February 14, 2024, to discuss the draft budget prior to a council vote. The Library Board will not know its final budget until after the council votes, however, more information regarding the proposed council budget will be provided to the Board of Trustees during the February 14, 2024 meeting.

5. LIAISONS AND VISITORS

Chairperson Cummings welcomed Friends of the Library Liaison Cheryl Maddaluna to give her update on the activities of the Friends of the Library. Ms. Maddaluna reports on the very successful fundraising event Mini Golf that was conducted on February 3, 2024. Ms. Maddaluna was very happy to report on the success of the event including 5 new sponsors, almost double the amount of raffle baskets, and an increase of approximately \$4000.00 for a total Gross Profit of \$17,000.00. The planners of the event had changed the flow of the golf holes to prevent congestion which was very successful. Approximately 385 family members attended the golf event, and another 125 adults of all ages attended the adult evening event. Ms. Maddaluna thanked the Board of Trustees for their donation of two very popular raffle baskets that raised funds for the event. BLF Chairperson thanked Ms. Mayer for creating the very successful baskets to donate to the Friends of the Library Mini Golf Fundraising event. The Mini Golf event raises funds to support important programming such as museum passes, audio books, and many children's events which are not in the general library budget. Not only does the event raise funds but it also brings together the whole community for a very fun, family-oriented day and evening event.

Chairperson Cummings introduced our first guest and potential BLF Member Karen Brodsky. Ms. Brodsky is a former Bernardsville Public Library Director. Ms. Brodsky brings a lot of experience and expertise to the board, as well as a new perspective given her Library experience. Ms. Brodsky was then given the opportunity to address the Trustees and share a little about herself. Chairperson Cummings will further discuss membership with Ms. Brodsky with a potential vote at the next meeting.

Chairperson Cummings introduced the next guest, Bridget Burke. Ms. Burke is an attorney who recently moved back into the area and volunteered with Chairperson Cummings at another community organization, SHEF. Ms. Burke also brings extensive experience and skills that will aid the BLF meet its fundraising goals. She is interested in Development. Ms. Burke was then given the opportunity to address the Trustees and share a little about herself. Chairperson Cummings will further discuss membership with Ms. Burke with a potential vote at the next meeting. The BLF Trustees warmly welcome both guests and enthusiastically endorse their involvement with the BLF.

6. COMMITTEE REPORTS

a. CORPORATE SPONSORSHIP

Mr. Lynch will be meeting with Chairperson Cummings and a small group of Trustees to create a list of local corporate sponsors. The committee will also create a package to delineate the “value” of sponsorship for corporate sponsors. The Corporate Sponsorship Committee is creating a structure for developing corporate sponsorship relationships.

b. DEVELOPMENT/MAJOR DONORS/GRANTS/PLANNED GIVING

- i. The Development Committee did not meet this month. The committee is being formed to investigate grants opportunities from Foundations. The BLF received a \$20,000.00 grant from RWJ Foundation indicating a possibility that more funds could be raised from grants from appropriate Foundations. The Committee may also include a planned giving aspect of Development. The BLF has commitments of 7 gifts of planned giving with no formal documentation in place. The committee will establish documents for planned giving and begin the process of identifying potential planned giving donors.

c. EVENTS

- i. LIBRARY GIVING DAY EVENT, APRIL 3, 2024.
A one-day event that raised \$5,000.00 the first year and \$25,000.00 the second year. Please read the Library Giving Day Tool Kit in the February packet. LGD is a peer fundraising event and every donation counts. Chairperson Cummings related that the social media help received from Library Director Daly, the Library social media staff, and the Administrator of the “Bernardsville Bubble” Facebook page was instrumental in raising funds for the Giving Day Campaign. Ms. Watts requested to see the social media/ publicity plans from last year so that she can begin planning for this year’s event.
- ii. ANNUAL APPEAL LETTER EVENT, MAY 1, 2024.
Chairperson Cummings related that the Appeal letter is currently being written with Ms. Heimerl and the target mailing date is May 1, 2024
- iii. 50/50 RAFFLE EVENT, JUNE 1, 2024, COMBINED TARGET MAILING.
Chairperson Cummings related that it is time to begin planning for the June 1st combined mailing of the 50/50 raffle and Grand Raffle. The target date for the combined mailing is June 1, 2024.
- iv. GRAND RAFFLE EVENT, JUNE 1, 2024 COMBINED MAILING.
Chairperson Cummings gave a brief history of recent past fundraising events for the benefit of our guests including Homes of Distinction and a No-Show Event during the Covid Pandemic.

d. FINANCE COMMITTEE

Treasurer Myers reports the committee will be meeting and will continue to work on improving monthly reports.

e. INVESTMENT COMMITTEE

Ms. Bertoni will be meeting with the Investment Committee on February 26, 2024, at 6 PM. They will begin their work by reviewing the BLF Investment Policy last amended in 2016. They will also discuss the distribution of assets in alignment with the current policy. Ms. Bertoni is meeting with Lloyd Sacks, Financial Advisor with Peapack Gladstone Bank to discuss the

Endowment Account and the Short-Term Investments Account. They will also discuss the distribution of assets in accordance with the BLF Investment Policy. Mr. Sacks will also be asked to provide documentation on investment gains outside of donations to the Endowment. Chairperson Cummings announced that due to the hard work of the Investment Committee and a good year for the markets, the Endowment has grown from approximately \$470,000.00 at the beginning of 2023 to \$613,000.00 by the end of 2023. Ms. Watts asked if she might attend the Investment Committee Meetings and Chairperson Cummings related that attendance at Committee Meetings should be discussed with the Committee Chair. Ms. Bertoni extended an invitation to all Trustees to attend the Investment Committee Meeting.

f. MEMBERSHIP COMMITTEE.

Introductions of the two new potential BLF Trustees: KAREN BRODSKY and BRIDGET BURKE occurred during the VISITORS portion of the meeting.

g. PUBLICITY COMMITTEE

i. WEBSITE – Ms. McClester will work with Chairperson Cummings to update the BLF website for Library Giving Day.

ii. STRATEGIC PLANNING

Ms. Watts related items to be addressed during this month in planning for publicity. Ms. Watts will be planning PR for the \$20,000.00 grant received from RWJ Foundation including a press release. Ms. Watts will be planning publicity around the winners of the Grand Raffle including the photos submitted by the family who won the Grand Prize of Limo, Broadway Show, and dinner in NYC. Ms. Watts will coordinate with the Publicity Chairs of the Friends of the Library and the social media Library Staff. Chairperson Cummings will continue developing the Strategic Plan with the help of Ms. Brodsky.

7. OLD BUSINESS

PROPOSED COMMITTEE ASSIGNMENTS. Please look at the committee assignments sent out at the last BLF Trustees Meeting and report back to Patrice regarding assignments.

8. NEW BUSINESS. None to report.

9. NEXT MEETING: TUESDAY MARCH 12, 2024, 6:30 PM LIBRARY STORYTIME ROOM

10. ADJOURNMENT. Chairperson Cummings thanked the BLF for their hard work, encouraged them to keep working and wished everyone a very Happy Valentine's Day. Chairperson Cummings adjourned the meeting at 7:28 pm.