

Friends of the Horsham Library Board Meeting Minutes September 11, 2024

The meeting was called to order by President Lynn Robinson at 7 p.m. Board members attending: Lynn Robinson, Catherine Jabusch, Carl Meixsell, Angie Mambu, Carolyn Kushner, Jean Marie Bliss, and Maureen Reichl. Library Director Regina Vesely attended.

Regina Vesely's Report

- The proceeds for August from the café books are \$1981.50.
- Museum passes continue to be processed. Checks were sent and the library is waiting for delivery of the passes. Bowman's Hill was renewed online 9/11/2024. Please Touch Museum bill was paid 9/11/2024.
- A chart showing Museum passes usage for 2023 and 2024 (YTD) was provided.
- The Summer Reading budgeted amount was \$6,497. The actual expenditure was \$5,967.69 which was \$523 under budget. Part of this was due to the cancellation of an Improv program due to insufficient registration. Regina asked if the unspent funds could be applied to a children's entertainer, Lolly Hopwood, for the Library's Anniversary celebration.
- The Library Anniversary celebration is November 9. There will be events for children during the day including a family event with Lolly Hopwood at 2 p.m. The after-hours events for adults will be 6:30 – 8 p.m. There will be performances from the high school jazz band and choir.
- Included in the anniversary celebration is a slide show featuring the library and also pop culture and trivia from the past twenty years.
- Catering for the anniversary celebration is from Angelo's in Horsham. It will feature small bites.
- The Library newsletter in October will publicize our Holiday Book Sale (including jewelry and poinsettias).
- Santa will visit the Library on Saturday, December 7 at 10:30 for photos.
- The Friends are invited to join the jaguar statue unveiling on September 25. Jaguar statues will be installed in various places in Montgomery County as a fundraiser for the Elmwood Park Zoo. The statue will remain in place for about a year and will be positioned near the entrance.

Support for Library Anniversary Performer

A request was made by the Library for the Friends to provide \$450 for Lolly Hopwood, the daytime performer for children at the Library Anniversary event. A motion to do so was offered by Carolyn Kushner, seconded by Angie Mambu, and approved by the Board.

Minutes

Angie Mambu made a motion to approve the August Board Meeting Minutes. It was seconded by Carl Meixsell, and approved by all present.

Treasurer's Report – Catherine Jabusch

- Unclaimed property; this needs follow-up and a signature from both President Lynn Robinson and Treasurer Catherine Jabusch.
- Pay Pal has an updated security certificate which needs review.
- Standard reports were reviewed: Statement of Activity, Statement of Financial Position, and the monthly statements from TD Bank Checking and Pay Pal.
- Setting up accounts where the Friends of the Horsham Library is the customer. If we purchase using our EIN (tax I.D.) number, we are not charged sales tax because we are a non-profit.
 - o Multiple Staples accounts need to be combined into one account in the name of the Friends.
 - o Follow-up needed for the Amazon account.

A motion to accept the Treasurer's report was made by Maureen Reichl, seconded by Carl Meixsell, and approved by all present.

Investment Committee

- The committee is in process to set up a meeting day and time. Four people expressed interest.

Membership – Carolyn Kushner

- There are four new members and one renewed membership.

Marketing – Carolyn Kushner

- No meeting was held due to commitments to the book sale.
- Social media posts continuing.
- Small videos in production.

September Book Sale

- Thanks to Carolyn Kushner, the Point Person for the book sale, and to all who volunteered to make it a success.
- Carolyn offered detailed feedback and suggestions based on the book sale. We discussed signage, publicity, pricing, volunteer procedures, scheduling, and other related topics. Thanks to Carolyn for providing this information and suggestions which aided the board's discussion and plans for the next sale.
- People commented on the better organization of the books.
- There was good feedback on the new signs.
- There was a good supply of children's books, and they sold briskly.
- We need to encourage donations as we no longer have an oversupply of books. We need more for these genres: Young Adult, Fiction, and Romance. We always need children's books as they are perpetual best sellers.

- We will publicize our need for book donations.
- We should promote other things we are selling such as poinsettias and jewelry.
- The Marketing Committee can do publicity rather than tasking the book sale committee with it.
- We need a way to inform members and volunteers who are not on social media.
- We need more help with set-up, pricing, and tear-down.
- The success of the café book sales may account for the reduced quantity of books available for the book sales.
- Proceeds are \$1432.70 from the sale plus \$106.00 from the donation jar.
- Book reviews are continuing.
- Carolyn will collaborate with Carol Overvold, the Point Person for the November book sale.

New Friends Brochures

- Marie DeRatto, Lynn Robinson, and Carolyn Kushner worked on this.
- Staples and Kirkland printers gave estimates of cost. Staples was considerably higher.
- A proof copy was shared at the meeting, but was of poor copy quality due to the paper. Marie will email an electronic version for final approval by the Board,
- It was decided to print 250 copies on 80 pound text paper (the same that was used for the prior brochure). This number of copies is the most cost effective.
- Marie DeRatto will take charge of having the brochures printed.
- A motion to print 250 copies of the brochure with the approved design at a cost of \$165 was made by Carl Meixsell, seconded by Angie Mambu, and approved by all.

Photo Release Forms

Completed.

Handbells Musical Program for Christmas

- Secured date is Saturday, December 14 at 1 p.m. The show is approximately 1.5 hours.
- Cost is \$750.
- Lynn Robinson is the Point Person.

Website – This section of text is by Marie DeRatto

I have been working first with Carolyn and then with Lynn on a redesign of the website for 2024. The website has been live since 2022 and it is time for a refresh. The changes include a change to the color scheme and fonts, as well as changes to the layouts of different pages. The header and footer (which appear on all pages) have also been updated.

I have been implementing the changes in a phased approach so you can see some of the changes already. I encourage you to go out to the site and take a look at it.

Phase 1 included changes to the color scheme, header and footer, home page, and contact page, as well as minor changes to other pages. These were published and live on August 23.

Phase 2 included editing the text on the History of the Friends page, as well as an updated write-up about Mary Dare. I also updated the Recent Activities page to make it easier to edit, and I added information on the Summer Reading Program and the Autumn Book Sale on that page. I added the Gold Seal information that Catherine talked about. It is on the Contact page and the footer. These changes were published on September 10.

Phase 3 will be the biggest change and will involve changing and streamlining the What Do We Do page to be a launch pad for several other pages, each highlighting things that we do, including Museum Passes, Summer Reading Program, Library of Things, Fundraising, Hosting Concerts, Guests, and Speakers, and Community Activities like Horsham Day. This will also eliminate the Why Do We Matter page since that information will be incorporated elsewhere. These updates should be complete in the next couple of weeks.

Google Drive – This section of text is by Marie DeRatto

Last year, Catherine and I implemented the Friends Shared space using Google Workspace. One of the main reasons we have implemented this was to create a shared drive where we can place all our documents and share them with whoever is appropriate. Beginning in the spring we have started using this quite a bit. mostly by me and the marketing committee. However, we would like others to start using it if they feel comfortable and they can start uploading documents that they are currently just keeping on personal computers. To that end I want to offer some training sessions to those people who have interest in hearing about the functionality and possibly using it. There appears to be some interest and Carolyn suggested we meet for 1/2 hour at 6:30 on October 9 (right before the board meeting).

Please note: Marie's schedule now prevents her from heading a meeting on October 9. It will be rescheduled if there is interest.

The Mary Dare Project

Bill Walker, Horsham Township Manager, will speak to us on September 18 at 7 p.m.

Eagle Scout Project

Yash Verma has made and installed two community libraries for his Eagle Scout project. He is looking for donated books to stock them and has approached the Friends. We are open to this and will gather more information.

November Meetings and Book Sale

1. ***Regular Board Meeting November 13 at 6:30 p.m.***
2. ***Membership Meeting November 13 at 7:30 p.m.***
3. ***Book Sale, November 20-23; clean-up November 25.***

The next Board meeting is October 9, 2024 at 7 p.m.

A motion to adjourn was made by Carolyn Kushner, seconded by Lynn Robinson, and approved by all.

Respectfully submitted,

Maureen Reichl, Recording Secretary