

NJLA Finance Committee Meeting Minutes July 21st, 10am (Zoom)

In attendance: James Keebler (Chair), Will Porter (Vice Chair), Eileen Palmer, Leah Wagner, Cheryl McBride, Jennifer Larsen, Jennifer Podolsky, Beth Cackowski, Kimberly Paone, Phillip Berg, Samantha McCoy, Karen Cera (NJLA Office), Juliet Machie (NJLA Office), Kate Jagggers, Jessica Trujillo

1. Introductions

2. Committee Charge

- a. To review annually the major income generating activities (membership, conference)
- b. To oversee, support, and assist in the coordination of activities of subcommittees
- c. To advise the Executive Board on matters pertaining to the Association's financial status

3. Overall Goals

- a. Review all [income sources](#), including responsibilities, goals and new opportunities
- b. Document processes to help with organizational continuity

4. Subcommittee & Liaison Reports

- a. Executive Board - NJLA President, Kate Jagggers
 - i. NJLA Executive Board approved funding for a NJLA ALA Spectrum Scholarship specifically for NJ residents
 - ii. NJLA Executive Board approved additional funding for the NJLA Store
- b. NJLA Office -
 - i. Juliet Machie
 1. Juliet would like to see the committee work to grow the capacity of the organization.
 - ii. Karen Cerra
 1. Karen would like to see engagement of the membership increased and work to ensure our outstanding invoices are paid.
- c. Fundraising - Chair, Beth Cackowski
 - i. For the Annual Appeal they are planning three different email blasts and one hard copy request. The hard copies will be signed at the October 19th NJLA Executive Board meeting at Cherry Hill Public Library. Volunteers welcome.

- ii. They will also be working on the NJLA Conference raffle and other fundraising events
 - d. NJLA Store - Chair, Cheryl McBride
 - i. The NJLA Store will be at:
 1. Collingswood Book Festival, October 2, 2021
 2. NJASL Conference, December 5-7, 2021, Hard Rock Casino, Atlantic City
 3. Monroe Township Library Inventory Sale, December 10-12, 2021
 4. VALE, January 2022?
 5. NJLA Conference, June 1-3 2022, Harrah's, Atlantic City
 - ii. Cheryl expects they will make about 12k at the three events this Fall.
 - iii. The store can also have a sale at your library or provide staff gifts as requested.
 - e. NJLA Investment - Jen Podolsky
 - i. Committee has not met yet
 - f. Member Services Liaison - Philip Berg and Kate Jagers
 - i. The committee has had success raising funds for Sponsor a Member including a 1k donation from a Past-President. They are looking to continue to develop and expand this program. They currently have enough funding for 57 memberships.
 - ii. The Member Services Committee would like to have input in the Institutional Membership initiative
 - iii. Member Services is also looking at promoting more joint memberships.
 - g. Conference Liaison - Emily Witkowski
 - i. No meeting yet
 - h. Professional Development Liaison - TBD
- 5. Institutional Membership Proposal Development**
 - a. <https://docs.google.com/document/d/1YK9ofsTh1v8RTTjRWeeo-Z-Nw5xE1PT7qo1Y95WBBo/edit?usp=sharing>
 - i. Proposal needs more input from:
 1. Finance Committee Members
 2. NJ Library Directors
 3. Member Services Committee
 - ii. Juliet will set up a program with Jeremy from the New York Library Association and Lisa from the Virginia Library Association to talk to NJ directors about the advantages of institutional memberships.

- iii. Juliet also mentioned that NYLA has a separate payment for institutions specifically for advocacy support.
- iv. We would like to create deadlines for the steps needed to make this successful
- v. **A workgroup will be created**

6. Commercial Memberships/Sponsorships Proposal Development

- a. Survey results from other associations
- b. <https://docs.google.com/document/d/1bPNQOvG10o9Q6u-RgVgJuNa9dlaIfmoqDJxcuMKwylY/edit?usp=sharing>
 - i. Proposal needs more input from:
 - 1. Finance Committee Members
 - 2. NJLA Office
 - 3. Conference Committee
 - ii. At least the Conference Sponsorship/Booth Costs have to be decided before October when exhibitor packet goes out.
 - iii. **A workgroup will be created**

7. NJLA Development

- a. Planned Giving
- b. Development of funding outside of library bubble
- c. **A workgroup will be created**

8. Scholarship Taskforce

- a. The Executive Board has tasked the Finance Committee and the Scholarship Committee to review the funding and process for the NJLA Scholarship Program.
 - i. Phillip shared that the Investment and Scholarship Committee have developed a plan that outlines how funding will be handled.
 - ii. **A workgroup will be created**

9. Next Meeting: August 18th, 10am

Motto for the Committee this Year: Get ALL THE MONEY - Will Porter