

NJLA Finance Committee Meeting Minutes August 18th, 10am (Zoom)

1. Welcome

2. Workgroups Rosters and Leads

- a. https://docs.google.com/document/d/1_nGjk9SQYn7loO_ipbWCx1QsldkUGOd1qFTumzi7TGQ/edit?usp=sharing

3. Subcommittee & Liaison Reports

- a. Executive Board - NJLA President, Kate Jagers
 - i. Discussion about restoring specific asks of membership for support versus only asking for support of Annual Appeal.
 - 1. This will create more restricted funds but may also increase support.
 - 2. A change to Enhanced Institutional Memberships may provide additional fiscal support from library staff for fundraising efforts.
 - 3. Finance Committee will work on a proposal with the relevant committees and provide a recommendation to the Executive Board.
- b. NJLA Office - Juliet Machie:
 - i. The Access Navigator application is now available, and the backend support equipment has been ordered.
 - ii. NJLA has a new bookkeeper, Abby Lundy Financial Services
- c. Fundraising - Chair, Beth Cackowski
 - i. Meeting on August 26th, 10am
 - ii. The Annual Appeal letter from NJLA President Kate Jagers is complete.
 - iii. Distribution plans include a print mailing and multiple electronic mailings featuring slightly different versions of the appeal.
 - iv. Print mailing signing event for Annual Appeal at October 19th NJLA Executive Board meeting at Cherry Hill Public Library.
 - v. The sub-committee will look at donation page following decisions made about specific asks.
- d. NJLA Store - Chair, Cheryl McBride (No Updates)
- e. NJLA Investment - Jen Podolsky (Meeting Later)
- f. Member Services Liaison - Philip Berg and Kate Jagers
 - i. Meeting August 23rd, 10am
 - ii. The committee is looking at the messages sent out regarding renewals.

- iii. The committee leadership is supportive of Enhanced Institutional Membership
- g. Conference Liaison - Emily Witkowski (Meeting Later)
- h. Professional Development Liaison - TBD (No Report)

4. Commercial Memberships/Sponsorships = Strategic Partners Proposal Development

This was our major discussion for this meeting. The updated document is available here:

<https://docs.google.com/document/d/17MytSeQW7vg9mr1K6bnuyFbFybNAIJ3ldjZi7TgHtPU/edit?usp=sharing>

- a. The major discussion points were:
 - i. Balancing exhibitor benefits/access while not making the membership uncomfortable
 - ii. How to improve the “success” of the exhibitor experience at the Conference
 - iii. Eliminate Commercial Memberships to focus on benefits for strategic partners/sponsors
 - iv. Add benefits like in-person or virtual booths at other NJLA events, adding strategic partner logo/custom art to NJLA mailings
 - v. How to better match vendors with libraries at their “point of need”
- b. Conference Booth Rates for CY22**
 - i. Current costs: Exhibitor Booth Rate \$675 and Author/Non-Profit Rate \$375
 - ii. Survey results from other state associations:
<https://docs.google.com/spreadsheets/d/1dkHeXkQ1rYFpj6Podnq9MX-F36tHKyPB/edit?usp=sharing&oid=101837704569116366551&rtpof=true&sd=true>
 - iii. The committee discussed this at length and recommended we look to increase the current cost at least 25% to 30%. Proposed exhibitor booth cost: \$900 (Less than NYLA)
 - iv. The Finance Committee will discuss this change with NJLA Conference Committee then hopefully bring proposal to NJLA Executive Board.
 - v. There was discussion about the Author/Non-Profit rate and what qualifies as a non-profit. Discussion will be had with the NJLA Conference Committee on this topic as well.

5. Institutional Membership Proposal Development

- a. <https://docs.google.com/document/d/1YK9ofsTh1v8RTTjRWWeo-Z-Nw5xE1PT7qo1Y95WBBo/edit?usp=sharing>

- b. Workgroup has not met yet
- c. Kate and James met with a chair of Member Services to discuss proposal. Feedback was shared and overall there was definite support for this proposal

6. NJLA Development

- a. Jenn Larsen has done some great work trying to sort out the planned giving opportunity for NJLA. She has a previous copy of the plan, but it was unclear if anything was really promoted in the past.
- b. It was proposed that when the brochure/plan was developed it would be beneficial to start with the NJLA Past Presidents, and have a NJLA Past President help encourage others to participate in planned giving.

7. Scholarship Taskforce

- a. Scholarship Members
 - i. John Wallace (jwallace@ocean.edu)
 - ii. Emily Moore (emoore@camdencountylibrary.org)
 - iii. Dana Vocht (dvocht@ebpl.org)
- b. Eileen volunteered to be the Workgroup Lead for this group.

8. Next Meeting: September 15th, 10am

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