

**NJLA Member Services Committee Meeting
September 18, 2014
Monroe Twp. Library - 4 Municipal Plaza, Jamesburg, NJ 08831**

Meeting Notes

Attending: Emily Weisenstein (chair), Danielle Cesena, Stephen Hrubes, James Keehler, Megan Kociolek, Lanora Melillo, Lindsey Meyer, Robin Rockman, Lynn Schott

Meeting commenced at 10:15am

I. 2013-2014 Recap (Lindsey Meyer)

- a. Membership increased to 1,667 as of May 2014
- b. Increased academic and student memberships
- c. Emails to lapsed members, encouraging them to re-join
- d. Continued with welcome emails to new members
- e. Committee representation at a variety of meetings and events in NJ (LISSA, etc.)
- f. 5 social events
 - i. pinball museum
 - ii. haunted prison
 - iii. 2 social mixers
 - iv. Turtle Back Zoo
- g. 25-year Member certificates delivered/mailed
- h. Conference
 - i. Workshops
 - ii. Hospitality Table
 - iii. Bonfire
 - iv. Mixers
 - v. Dining Guide
- i. Publicity postcards – on-going development
- j. 2 display boards for use at recruitment events
- k. Social media
 - i. 183 likes on Facebook (as of 7/14)
 - ii. Event pages
 - iii. Wiki updates

II. 2014-15 MSC Goals

- a. (Pat Tumulty, NJLA Executive Director) Increase membership.
- b. (Emily W.) Get more NJLA members involved in the association.
 - i. Based on survey results of new members, many are not interested in getting involved with the association (leadership, committee involvement, etc.)
 - ii. We need to find a way to get more people engaged in the activities of the association
 1. Let's make an effort to get the attendees of our social events to volunteer to serve or lead.
- c. (NJLA-wide) Get library friends groups involved with NJLA.

- III. President's Theme: Libraries on the Edge (#NJLibraries or #LibrariesOnTheEdge)**
- a. Terrie McColl is encouraging us to use the theme and hashtags for all programming this year.

IV. 2015 Conference (April 20-22 at Ocean Place, Long Branch)

- a. Ocean Place
 - i. Renovated significantly since NJLA was last there
 - ii. 1-year contract signed
 - iii. Need to encourage overnight stays (contract stipulates we must fill ~400 rooms)
- b. Programming
 - i. Deadline not known, orientation for planners to be held 9/23/14
 - ii. Emily W. will send results from feedback survey to all of MSC
 - iii. Workshop Ideas
 1. Interviewing (active work session, not just lecture)
 - a. Possibly utilize retired directors
 - i. Could lead to mentor/mentee relationships
 - b. Try for regional representation
 2. Dealing with Conflict/Difficult Situations (Patrons & Colleagues)
 - a. Possibly utilize a non-library presenter
 - b. Lanora M. will contact Joanne Roukens to see if LibraryLink has recommended speaker(s)
 - i. Morale
 - ii. Professional Authority
 - iii. Conflict
- iv. Social Events
 1. Focus on Monday and Tuesday night, to help entice people to stay overnight at hotel
 2. Bonfire
 3. Formation of Long Branch Social Club (L.B.S.C.?) to investigate the newly renovated space and adjacent restaurants in order to plan
 - a. Lindsey Meyer
 - b. Danielle Cesena
 - c. Emily Weisenstein
 - d. Megan Kociolek
 - e. Steve Hrubes
 - f. Lanora Melillo (tentative)

V. Membership Recruitment

- a. Letter writing campaign
 - i. Likely early to mid-October
 - ii. Emily W., Lynn S. and Erica S. will work on planning with the NJLA office staff
 1. Determine list of names to be contacted (by category)
 2. Determine deadline for incentive
 3. Get approval for incentive(s)

- a. Ocean Place hotel for one night at Conference?
 - b. NJLA Store credit?
 - iii. Plan to use part of October meeting as work session (writing notes)
 - iv. Lynn S. will share the text from last year's notes with the group before the October meeting, so that any updates can be made before the work session.
- b. Upcoming Recruitment Events
 - i. LISSA Meeting - 10/14, 5:50 - 6:20 @ SCI
 - 1. Lindsey Meyers and James Keehbler are tentative representatives
 - ii. Youth Services Forum – October 1 @ Monroe PL
 - 1. Robin Rockman and Emily Weisenstein are tentative representatives
 - 2. Emily W. will email Emily Moore to request a table or at least an announcement
 - a. Lindsey Meyer put together an “elevator speech” last year that can be given to someone to read at an event
 - iii. Adult Services Forum – October 27 @ Monmouth Co. PL
 - 1. Lindsey Meyer and Matt Latham are tentative representatives
 - 2. Table is already reserved
 - iv. Performer's Showcase – November 6 @ Monmouth Co. PL
 - 1. Danielle Cesena, Megan Kociolek and Lanora Melillo are tentative representatives
 - v. Supplies
 - 1. Display boards – in need of some updating (new pictures)
 - 2. PR postcards
 - a. Continuing initiative
 - b. Emily W. was in contact with Donna Perkosky & Jill D. from PR Committee
- c. 25-Year Members
 - i. All certificates from 2013-14 have been mailed, except for Judy Mansbach's which will be presented in person (with chocolate!)
 - ii. Discussion about reducing the chocolate purchases, since most certificates are being mailed
 - iii. Discussion about giving bronze bookmarks instead of chocolate
 - 1. Megan K. has information, which she will share

VI. Future Social Events/Meet-ups

- a. October Social Event
 - i. Terhune Orchards – pumpkins, apples, wine tasting; family friendly; possible group tour (if free)
 - ii. Sunday, Oct. 19
 - iii. Pay-as-you-go (each attendee is responsible for their own costs)
 - iv. Megan K. will be the contact
 - v. James K. will post on NJLA calendar, when we share meet-up time
 - vi. <http://www.terhuneorchards.com/>
- b. November Mixer (North)
 - i. Possibly Zeppelin Hall in Jersey City
 - 1. <http://www.zeppelinhall.com/>

- ii. Possibly Barcade with Matt L.
 - 1. <http://barcadejerseycity.com/>
- c. Library Game Day at Wild Pig Comics in Kennilworth (Megan K.)
 - i. Indoor, so a winter event
 - ii. <http://www.wildpigcomics.com/>
- d. Spring
 - i. Theme park – Dorney?
 - ii. Hike?
- e. Cultural events
 - i. Grounds for Sculpture was a huge success (over 30 attended)
 - 1. Feedback from Joanne Roukens, Michelle Reutty & ___??_ suggested we add more of the same type of event
 - ii. Glass Museum at Wheaton Village? (Megan K.)
 - iii. Liberty Science Center
 - iv. Newark Museum
 - v. Morris Museum

VII. Friends Taskforce

- a. James K. reported that there have been two meetings.
- b. Robin Rockman & Steve Hrubes are representing MSC
- c. Keith McCoy is chairing the group
- d. So far, idea sharing
- e. Possible institute to be modeled after Pennsylvania's Concerned Friends
- f. Oct. 1 is the BCCLS Friends event, expecting 300-400 participants

VIII. Future meeting dates

- a. Oct. 16 @ Madison PL (tentative), 10:00am – 12:00pm
 - i. If you can, plan a little extra time as this will be a work session (letter writing)
 - ii. Nutley PL is our tentative backup location
- b. Tentative meeting schedule
 - i. Monthly
 - ii. Third Thursday
- c. Online meetings
 - i. Adobe Connect
 - ii. December?
 - iii. February?
 - iv. April, just prior to Conference?

The meeting concluded at 11:50am.

--Meeting notes prepared by Lynn Schott