

Friends of the Horsham Library Board Meeting Minutes December 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, Carolyn Kushner, Carol Overvold, and Maureen Reichl. Library Director Regina Vesely did not attend but provided information.

Regina Vesely's Report

- The most recent proceeds from the sale of café books are \$1206.25.
- There was a brief discussion regarding increasing the sale price of books. No action taken.
- The museum pass for the Please Touch Museum was processed and is in circulation.
- The museum pass for the Mutter Museum arrived and is in circulation. The expiration date is now 12/31/25; Mutter extended the date to compensate for their slow processing.
- Carolyn Kushner will create a blurb on Friends' membership for the library's January newsletter and will submit to Regina.
- The Giving Tuesday email was sent to 4337 email addresses. There was a 62% open rate, 63 individual clicks from within the email, and 30 to the Friends' page. Readers also clicked through to Pay Pal, Venmo, and the FHLIB What We Do page.
- Post Book Sale, the remaining stock of poinsettias was available for purchase in the library and an additional \$70 was realized from purchases.
- From the Friends – we should ask Regina what she would like us to do regarding future activities and programs.

Minutes

Carol Overvold made a motion to approve the November Board Meeting Minutes. It was seconded by Carolyn Kushner, and approved by all present.

Treasurer's Report – Catherine Jabusch

- Reports will be uploaded to our Google Shared Drive.
- Dues are starting to come in.
- Thank you notes for Giving Tuesday are complete. We received \$425.
- Book sale proceeds are \$2008 from sales of books, \$91.50 from donations, and \$110 from memberships.
- Treasurer Catherine Jabusch is learning about how to record restricted grants in QuickBooks.

A motion to approve the Treasurer's Report was made by Lynn Robinson, seconded by Carol Overvold, and approved by all board members present.

Investment Committee – Catherine Jabusch

Upcoming tasks:

- Choose a brokerage firm.
- Choose a high-yield fund.
- Finalize Guidelines currently in process.

Membership – Carolyn Kushner

The campaign for membership renewal starts in the third week of November. The spreadsheet of membership status is being refined. Catherine Jabusch will help research a Contact Relationship Management (CRM) system that will help us manage not only membership but volunteers and donors.

Marketing – Carolyn Kushner

- The first edition of a quarterly email newsletter for members was created and distributed.
- Promoting: memberships and renewals, the Book Page, Poinsettias sale, the Handbells program.
- Contributions/brief description of favorite book read this year encouraged and will be published on the Friends FB page.
- Year in Review post: museum passes, movies, summer reading, book sales, social media.

Book Sale Discussion

- Using the space of two rooms (not all 3) works well.
- “Front loading” - Having more help at the beginning of the set-up process works well and should be continued.
- Stock/quantity of books should have been larger than it was.
- Need to schedule future book sales; must be compatible with the library’s events and programs in terms of room availability. Need to work with Regina on this.
- Book Sale ideas welcome. Suggestion: have a program to help kids shop for Christmas book gifts.
- Thanks to people who donate books.
- Most of the Board is neutral on raising book prices. Regina needs to know any decision in order to inform her staff.
- It is easier if prices are in increments of a dollar. This avoids the need for coins which require extra handling.

Feedback from Membership Meeting

- Good turnout.
- Engaged audience with lively discussions.

Future Author Visits or Programs

Carolyn Kushner did some preliminary research on publishers and authors. This may be an avenue for us to find authors for future programs.

OHAAT

Carol Overvold applied for a grant from Thrivent which will be used to purchase Young Adult books from our stock to donate to the One House At A Time program. Details will be finalized shortly.

Upcoming

The Philadelphia Handbell Ensemble Holiday Concert – December 14 at 1 p.m.

Next Meeting

Wednesday, January 8 at 7 p.m.

A motion to adjourn was made by Lynn Robinson, seconded by Catherine Jabusch, and approved by all present.

Respectfully submitted,
Maureen Reichl, Recording Secretary