



NJLA Executive Board Meeting

April 18, 2023 10am on Zoom

Approved Meeting Minutes

Attendance: Brett Bonfield (NJLA Executive Director), Ally Blumenfeld, Danielle Cesena, Jeff Cupo, Heather Dalal, Corey Fleming, Lynnette Fucci, Carina Gonzalez, Kate Jagers, Allan Kleiman, Adriana Mamay, Laverne Mann, Allen McGinley, Judith Pissano, Joy Robinson, Selwa Shamy, Jessica Trujillo, John Wallace

Guests: Patricia Pavlak, Jen Nelson, Alicia Gough

1. Call to Order – Jessica Trujillo, President. The meeting was called to order at 10:03
2. Adoption of Agenda – the agenda was approved.
3. Welcome & Introductions
4. Adoption of Meeting Minutes
Accepted as revised. Danielle motioned. All in favor. Allen McGinley abstained
5. Financial Reports – Allan Kleiman, Treasurer
 - a. In the period ending March 2023, NJLA still has various funds in assets due to the endowment money that we are now in the process of working out with Raymond James to set up those accounts.
 - b. Conference registration just opened. Due to the increase in membership, currently NJLA's revenues are over the expenses. Membership is the drive in the first half of the year along with the money from the Access Navigator account and the new Comcast grant. 46% is coming from membership; a very good sign.
 - c. As we look at revenue sources for next year, we need to think about the Access Navigators as we do not have anything that substitutes for that amount of money

at this point.

- d. The expense summary includes payroll, staffing, and 4% for conference expenses. The last quarter of the year is the biggest revenue quarter.
- e. Allan said his library is sending more people to the conference this year and this is a benefit of how the EIM is of value to libraries and their staff.
- f. NJLA made some changes recently with conference sponsorship to make vendors into an ongoing partnership plan. Commercial membership is eliminated. Gold, Silver, or Bronze Conference Sponsors are provided with an institutional membership. This money is being counted as part membership/part conference. We might want to make this distinction for gathering data. An institutional membership doesn't have the same rights as individual membership or EIM. More on memberships: <https://www.njla.org/join-us>. LLNJ is a Gold Sponsor and an EIM member as well.

6. Reports

a. Jessica Trujillo, President

- Marketing to new EIM members: Jessica put together information on sections and committees and sent to all. She would like a packet for new EIM members so that individuals learn what they can do and how they can participate. We are onboarding a lot of individuals who have never been involved. It's important to express the benefits of networking and that finding those in other libraries with your same tasks and responsibilities is really invaluable. Zoom does make it more accessible than in the past. This is opening the door to express how NJLA has changed.
- Discussion on including marketing to those in libraries with institutional memberships/not EIMs, including promoting information about the NJLA Sponsor-a-Member opportunity.
- Discussion on closing public libraries so all can attend the conference and complications of sending all to the conference. Libraries need to include more for professional development.

b. [Brett Bonfield, Executive Director](#)

- i. Shared report and asked if the format is helpful and if how he is spending his time is what we expected. Welcomes feedback now and anytime after the meeting.
- ii. Released [Statement to Cumberland and Gloucester Counties New Jersey Library Association and New Jersey Association of School Librarians](#) around the remarks by the president of Rowan College of South Jersey during a city council presentation in Millville in which the College president questioned the value of public libraries. Jen Nelson from the state library sent a similar statement to the Philadelphia Inquirer.
- iii. NJLA is working on a partnership with NJASL and LibraryLinkNJ to encourage and organize library advocates across New Jersey. While NJASL has not ruled out the possibility of continuing its work with EveryLibrary,

any partnership that includes NJLA and LibraryLinkNJ will use NJLA's access to One Click Politics, provided by the American Library Association and supported by ALA staff, as its organizing platform. EveryLibrary is not a preferred platform as it may confuse donors due to branding and also they collect data, which One Click Politics will not do.

iv. Discussion of funding libraries

c. [Laverne Mann, ALA Councilor](#)

- ALA reported that book challenges have doubled since 2021; the highest number ever. Library Journal has many articles on preparing for challenges and how we have to be ready with our allies.
- National Library week - a lot about Library Workers.
- ALA Executive Director is named to *Times* Top 100.
- Cindy Hohl is the new ALA president. 33 Councilors at Large were elected
- Statement from ALA from Condemning Threats/Violence to libraries.
- Travel Grants for AASL Conference
- Fund libraries campaign for ALA, Senator Booker and 3 of NJ reps signed on.

7. Old Business - none

8. New Business

a. "Gap" membership for Enhanced Institutional Members

Brett recommends that NJLA end gap membership at the conference June 2023. Allan made the motion, Heather seconded. All in approval with no nays or abstentions.

b. Committee Membership requirements

Discussion on if IM members can sit on committees like EIM and individual membership. Institutional membership does not include membership for individuals. Suggestion for them to use "Sponsor a member".

9. Committees & Sections

Allen McGinley added a membership report. EIM continues to escalate. Total membership is up 98% from last year. Total 2913 members in all categories. There are 2327 individual and EIM members (up 180% from last year) and 15 Partner members.

There is a petition to start a PR & Marketing Section. The PR Committee does work for the organization and the section would be for people who work in this area.

There are a lot of new EIM members who have not signed up for emails/sections and we

are not sure what information is reaching them.

10. Partner Organizations Reports

a. NJSL – Jen Nelson

- Attended The Internet for All Conference.
- The Comcast rep is excited about Digital Navigators, which NJLA calls Access Navigators.
- Looking for support from Senator Mendenez.

b. LibraryLinkNJ – Ralph Bingham - no report

c. NJASL – Darby Malvey - no report

d. Rutgers University - no report

e. NJLTA – Pat Pavlak

The new trustee training was done in February and March. A lot of people attended both; over 100 participants. Number of other workshops with Dr. Lapinski. He focused on patrons, policies, collections, and meeting rooms and discussed policies and connected to the cases to share those challenges and the grounds challenged. Trustees were very engaged; there were over 300 in attendance. Trustees need a workshop on Shared Content agreements and chargebacks. Municipalities are charging libraries for services and some are not legal.

11. Good of the Order

12. Next Meeting May 16 at 3pm

13. Adjourn

Meeting adjourned at 11:41pm. Heather motioned; Lynn seconded. All in favor.

Respectfully submitted by Heather Dalal