



Business and Planning Meeting

February 27, 2017

Piscataway Public Library

Attendance: Michael Marchetti, ManufactureNJ; James Keebler, Piscataway Library; Allen McGinley, Piscataway Library; Doug Baldwin, Piscataway Library; Kate Jagers, Piscataway Library; Ralph Bingham, GCLS (via conference call)
Guests: Andrea Levandowski, NJ State Library

Minutes: January 23, 2017

Doug made a motion to approve the minutes from January 23, 2017 as submitted, and Allen seconded. All in favor. Ralph and Mike abstained.

Committee Reports

Site Support

- Doug reported that the Site Support Committee meeting scheduled in February was canceled due to weather
- As of this date, 294 sites are registered
- A [follow-up email](#) was sent following the latest (and final) Site Planning Meeting

Fundraising & Budget

- Treasurer's Report: Allen provided a copy of the NJMD Investors Bank account statement
- 2017 budget is currently \$7608.85, which includes \$2000 from the NJ State Library, \$5000 from PSE&G, and \$0.10 in interest
- This money should put us in a good place to begin work for 2018
- There was some question about money donated through PayPal, and it seems that we must do a manual transfer of funds from the PayPal account into the bank account

Marketing & Promotion

- Allen reported updates to the [Press Kit](#) on the NJMD website:
 - Talking points created for Senator Booker's video message, which can and should be used more widely as well
 - Revised templates for different sized button makers
 - Facebook cover photos
 - Additional NJMD-branded photos

- Allen has Google alerts set up and it appears that the NJMD-branded photos are being used in various promotional ways
- The committee has developed a social media calendar to post about NJMD or maker-related topics throughout the year; the Board is encouraged to participate, not only by sharing, liking, retweeting, etc., but also by suggesting topics, photos and articles to share on social media to the Marketing Committee
- [Jersey Collective](#), a network of photographers throughout NJ that run a collaborative Instagram account (with over 15,000 followers), have been working with us and we now have 8 photographers signed up to be sent out to different NJMD sites across NJ to take high quality pictures of their events (as well as a lot more followers on IG)
- MakerEd article posted earlier this month: <http://makered.org/new-jersey-makers-day-celebrating-maker-culture-statewide>
- Doug opened up a form for sites to post flyers, websites and other promotional materials, so the Marketing Committee can use these for overall promotion; [Event Information Responses](#) are stored on a 2017 spreadsheet/database. We discussed the importance of both sharing promotional tools for sites as well as promotion directly to the public.
- Allen and Kate will work on creating a general press release, and sharing with NJSL (through Andrea) and the website

Partnership & Engagement

- Dave was not present for a report
- Mike talked about his efforts to connect with Wells Fargo, which has a broad reach and could also make use of our support. Would like to make an offer to them about having a presence at NJMD site locations, and perhaps make them our official “bank sponsor.” We are seeking a commitment of \$15,000. Mike will continue to work towards this goal, and the Board will work on creating a model for building and using sponsorship.
- The suggestion was made to design t-shirts each year that include sponsors’ logos
- James will work on a possible connection with [S.C.O.R.E.](#)

Board Development

Michael Marchetti accepted NJMD Board appointment.

Old Business

Kate presented a draft of a Mission Statement created and revised by Mo and James. James moves to approve the NJMD Mission Statement “*New Jersey Makers Day inspires maker culture statewide and cultivates inclusive celebrations and opportunities for makers of all ages.*” Doug seconds, and all were in favor with no further discussion. The mission statement will be updated on the website.

New Business

Doug made a motion that NJ Makers Day have a presence at the [2017 NJ Library Association Conference](#) on April 25 (10:00-5:00) and April 26 (8:30-1:00) with a non-profit table at the cost of \$250. All in favor, Kate abstained.

- There was some discussion about who would staff the table; thanks to James, Mike, Andrea, Ralph for volunteering some time, and Doug will help coordinate staffing
- Allen will look into purchasing or making a NJMD-branded tablecloth/banner
- We discussed potential giveaways, including button making
- Will work on creating a high-quality brochure for sponsorship and work on networking with other vendors; will also work on ways to formalize a relationship with NJLA
- Marketing Committee will have a proposal to present via email by March 8, 2017 with details and prices

Major Action Items

Board Development:

1. Present written [committee structure](#) with Board-approved updates (James, Kate)
2. Continue to update [Board Development Google doc](#) to create slate for 2018

Fundraising:

1. Create high-quality brochure for sponsorships (James)
2. Update information for various fundraising campaigns for promotion
3. Work with Marketing Committee on creating invitations for legislatures

Marketing & Promotion:

1. Create general press release, to be shared with NJSL and posted on website (Allen, Kate)
2. Create proposal to present to the Board by March 8 detailing prices and products for NJLA Conference (Allen & Committee)
3. Compile project ideas for website as resources for sites
4. Develop full marketing plan, including specifying target audiences
5. Develop a plan for using and promoting videos submitted to the "Tell Us Your Maker Story" video contest sponsored by Soldering Sunday
6. Create plan for recognizing statewide sponsorship

Site Support:

1. Revise feedback form (Doug, James, Kate)
2. Proposal for professional development event fees (James, Kate)
3. Define statewide project (Dave)
4. Create proposal for statewide challenge (Committee)
5. Develop plan for capturing information about attendees, like a sample survey (Committee)

Next Meeting: Friday, April 7, 2017, 10:00am, Kennedy Branch of Piscataway Library