



Business and Planning Meeting
July 11, 2017
Piscataway Public Library, Kennedy Branch

Attendance: James Keebler, Piscataway Library; Allen McGinley, Piscataway Library; Doug Baldwin, Piscataway Library; Mo Donohue, Piscataway Library. Via conference call: Kate Jagers, Piscataway Library; Ralph Bingham, GCLS; Dave Franz, Hillsdale; Krista Welz, North Bergen High School

Guests: Andrea Levandowski, NJ State Library

Welcome & Introductions

Welcome to Krista Welz a current High School Media Specialist at North Bergen High School. Krista won the 2017 Library Journal Movers & Shakers award in the Educators category and was awarded Social Media Superstar from AASL. Krista previously worked as a children's librarian for 7 years before moving to school libraries in 2013.

Minutes: May 19, 2017

Amendments: Ralph was at the NJLA table. Kate will make edits.

Doug made a motion to approve the minutes from May 19, 2017 with the amendment, and Allen seconded. All in favor.

Abstentions: Ralph & Dave

Committee Reports

Sites Support

- World Maker Faire (9/23-9/24)
 - Doug reported that because we are a formal nonprofit the cost for us to have a table at the World Maker Faire in New York would be between \$500-\$1,500 to attend. He does not believe that our mission and what we would accomplish with a table justifies the cost and suggests that we don't have a formal table. Members agreed that there are other ways to

promote our mission and to form priority connections with vendors and people who could support NJMD.

- Sponsorship: We will professionally print the Sponsorship Opportunity Flyer for Doug to hand out during his time at the Maker Faire.
- Buildtak 3D Design Challenge
 - All parties were notified and Buildtak sent out digital coupons, 3D printer spatulas, and buildtak tape as prizes.
- Soldering Sunday Maker Story
 - The prizes were also presented to the 2017 Soldering Sunday Maker Story contest winners. We will try and get our hands on the photos for promotion. Krista suggested adding those pictures to the front of the website.
- President's Report
 - [Meeting Calendar 2017-18](#)
 - There was discussion on the March 16 meeting date surrounding 2018 NJ Makers Day and if additional meetings would be necessary beforehand. Andrea suggested a call in meeting if necessary.
 - Location: Discussion was made about moving locations away from Piscataway Library. No suggestions were made. Piscataway will be the set meeting location.
 - Doug will share the Meeting calendar with executive board via google calendar.
 - No changes were requested. Doug made a motion to approve 2017-2018 Meeting Calendar. James seconded. All in favor.

Fundraising/Budget

- PSEG Update
 - James and Doug spoke with members of PSEG and the meeting went well. They are on board to support NJMD going further. They were also interested in employees coming out to sites to do workshops. Doug submitted a sponsorship request of \$10,000. We are waiting to hear back about the amount we will receive.
 - James mentioned trying to push commitment to funding earlier than the past years. PSEG had concerns about their logo not appearing in certain site promotion. Having earlier commitment will help with getting their logo on flyers and other additional promotional items.

- Allen suggested a timeline that coordinates with marketing timeline. James mentioned that we will use last year's sponsors for marketing this year.
 - Kate suggested updating the sponsorship document to make it clear to all (including us) what level a sponsor is at and where their logo will go.
 - Doug asked Andrea about approaching State Library about funding for NJMD. Andrea said that the status of IMLS will determine funding and the federal budget will not be passed until September or October.
- 2017-2018 Budget
 - James met with Doug and Dave. There will be a continual budget reserve of \$2700 which is equal to 1 year's budget.
 - Discussion began by Dave on creating a traveling "Best of NJ Makers Day" exhibit, sponsored by (our sponsors). The exhibit could be shared among participating libraries across the state which would lead to more exposure/marketing opportunities. Discussion continued to creating a virtual exhibit which would be something we could control and push out to sites. This would be good for both sponsors and our own NJMD promotions
 - Allen offered to work on virtual exhibit to pitch at the next meeting
 - James made motion to approve 2017-2018 Budget. All in favor. Budget is approved.
- Site Grants Update
 - GuideStar: James was able to get NJ Makers Day onto GuideStar and we are at the Bronze Level.
 - Grant Application
 - James presented a grant application for sites with a \$1,500 budget (maximum of \$500 per site).
 - Ralph suggested changing the wording in the application from "objectives" to "outcomes". Doug requested asking for an impact statement. Andrea suggested having grant recipients sign a contract which includes that they will give an impact statement, provide photographs, and abide by social media terms. Discussion continued with hesitation on asking too much work of winners who are not receiving a substantial amount of money from the grant

- The timeline was discussed and it was decided that early bird registration for NJMD should line up with the application deadline.
 - Early bird registration & applications are now due November 1. We will announce winners December 4.

Marketing and Promotion

- At the previous meeting a *Marketing To-Do List* was created and shared with the executive board.
- The wrap-up press release for 2017 is complete and Allen will send that to contacts.
- We had initially set a deadline to update the website July 1. Discussion began on what we want featured now and what should be hidden from the website. Allen suggested we switch from Drupal to Wordpress to make the website more visually appealing.
 - Doug made a motion to update the website for the 2018 year. Allen seconds. All in Favor. The Marketing Committee will work on a new website.
- Logo and Branding
 - Libraries are changing up the NJMD logo to “make it their own” but this is risking the branding of New Jersey Makers Day. We need a minimum requirement when it comes to our logo in order to keep our branding consistent. This is especially important because sponsors are contributing money to NJMD which the sites benefit from. We need to be very clear to the sites which logos need to be included so there is no confusion.
 - Ask for a secondary contact during site registration:
 - We will ask for a secondary contact during the site registration process to prevent any confusion when we send out marketing materials and requirements. We have had issues in the past with not reaching out to the “right” person.
 - Ask sites to submit links to events calendar during site registration
 - We will ask for sites to provide a link to an events calendar, or section of their website where they plan on doing their NJMD promotion.

Partnerships and Engagement

- No report

Board Development

- Board Bootcamp Live Webinar
 - This webinar will teach difference between nonprofit and for-profit entities and board service, legal considerations, board member “must do” roles and responsibilities, and how to be an effective board member
 - Wednesday, July 19 at 1pm EST, [Register](#)
 - Wednesday, December 6 at 1pm EST, [Register](#)
 - Recorded Webinar available [here](#)
- Forms to review and approve for the next meeting
 - Board Application Form
 - Board Attendance Policy
 - Protocol for Board Recruitment

Old Business

- Project summaries have been posted, these will be moved with the creation of a new website.
- Strategic Planning will begin with a start date TBD.

New Business

- Doug spoke with ReMake Learning: a network for Pittsburgh/W. Virginia who are involved with early literacy, making, and STEM and look at different innovative ways to provide educational experiences.
 - ReMake Learning Days:
 - Doug will be meeting on July 13 to see if there is collaboration and begin on developing a nationwide framework for other communities and states. ReMake Learning has great sponsors and it would be good for us to see how they achieved those connections. Doug wants to keep the conversation open and welcomes any other board members to jump in on the conversation.
 - Andrea mentioned that ReMake Learning is comparable to NJ STEM Pathways network. Doug was open to a discussion.
- Nation of Makers Grant
 - The first New Jersey Makers Summit is on Friday, August 18 from 9am-3pm at Rutgers’ Douglass college campus. NJMD is providing fiduciary responsibility. The summit will be a gathering of 50 makers and educator professionals. The discussion will surround the topic of “Social Responsibility”. Registration filled up within an hour.
 - Venues have already offered to host for upcoming years

Major Action Items

- Allen will have the Sponsorship Opportunities flyer professionally printed.
- Update sponsorship document so that it is clear to the Board and our sponsors what level they are and what that designates.
- Allen will work on a virtual exhibit to pitch at the next meeting.
- The members will review Board Development documents (Sample Board Recruitment, Sample Board Attendance Policy, Board Member Application) for approval at the next meeting.
- Allen will send 2017 Wrap-Up Press Release to contacts.

Next Meeting

August 11, 2017 at 10am at Piscataway Public Library

Minutes submitted by Mo