

Minutes of the Friends of the Hampton Falls Free Library

Date: Wednesday Dec 6, 2023; Called to order at 6:33 pm.

Present: Nancy Axelson, Susi Burke, Amy Dorgan, Leah Knowlton, Joanna Meighan, Donna Onacki, Deborah Regan, Jean Storer, Judy Wilson.

Discussed:

1. November Minutes

Deborah made a motion to approve the November 2023 Minutes with the changes discussed about the book club; Motion passed with all in favor.

2. Treasurer's report

a. Current Balance: \$52,227.37

b. \$300 check for the Santa program is outstanding.

c. Alisha got back to Bridget Ordway with what we agreed to do at the last meeting. Bridget is the Regional Charity Coordinator for the New Hampshire Group, LLC. Note: **[New Hampshire Group LLC](#) owns Filotimo Casino at Dover Bowl. This is not a request from the NH Gaming Commission or NH government in any way.** A copy of the email received by Alisha is at the bottom of the minutes on the last page.

d. Amy will check with Alisha about what is required from the NH state gaming commission.

3. Director's Report - Joanna

a. Strategic Plan

i. 5 proposals came in; it will be narrowed to 3 proposals tomorrow

b. Completed Programs

i. Imperial Fabergé Eggs, Nov 15th

1. 27 people attended.

2. Marina Forbes was a funny presenter with lots of energy.

ii. Make your own Egg Craft Program, Nov 18th

1. 14 people attended.

iii. December Holiday Greens Craft, Dec 16th

1. Sold out in 24 hours and there is a waiting list.

c. Cookbook Sale is doing well.

d. Museum passes went out last month for MFA, Strawberry Banke, Portland Art Museum, State Park. 94 total this year so far compared to 57 total for last year.

4. Town Meetings

a. Public Hearing on Budget

i. This is the same night as the Friends Jan meeting (but slightly earlier). This was deemed to be less important than the Deliberative session so we will not reschedule.

ii. Town Public Hearing is on [Wednesday, January 3, 2024 - 6:00pm](#).

b. Deliberative Session

i. We want as many friends as possible to attend this.

ii. Deliberative Session for town budget is [Tuesday February 6th at 7:00 p m](#) (School session starts at 6:00)

5. Adult Programming 2024 Requested Budget from the Friends is \$2,000.

- a. Potential Programs
 - i. Jan: Apples and Orchardng with Jared Kane on 1/10/24
 - ii. Feb: unknown
 - iii. March: NH Humanity History and Mystery about Geneology. The library may start a genealogy club if there is interest.
 - iv. April: NH Fish and Game, Vernal Pools. This will be in conjunction with the Conservation Committee.
 - v. May: Energy Efficiency Program with the Energy Committee.
 - vi. June: Home Organizing Specialist
 - vii. July: Discovering NE stone walls with NH Humanities.
 - viii. Aug: Lafayette program with Alan Hoffman about Human Rights. A request for funding may be made to the Frying Pan Lane Fund for this. If not, the request may come to the Friends.
 - ix. Sep: Book and Bake Sale, No programs.
 - x. Oct: Granite State Gallery with Jane O'Neil.
 - xi. Oct: NH Friends of Library Week 20th - 26th, maybe do a program around Japanese Gift wrapping?
 - xii. Nov: Veterans program with Pease Air Force
 - xiii. Dec: Holiday Greens, Santa and Cookie Exchange
 - b. Susi made a motion for approving \$2,000 for adult programming in 2024. This was approved unanimously.
 - c. We will appropriate museum pass money in March.
6. Youth Programming – Leah
- a. Summer Programming
 - i. June 26th - Wildlife Encounters.
 - ii. July 17th - Tailwise (storytelling with Science experiments).
 - iii. Looking for a magician.
 - iv. Snapology in Dover has been requested by families.
 - b. Santa Party
 - i. Turnout wasn't as good as usual. 15 families when usually it is 30.
 - ii. Other Santa events happened in town; it was difficult to coordinate with other town events so I had to use a different Santa.
 - iii. Not sure if the library will do it again next year.
 - c. Funding request for Children's programming in 2024 is \$2,300.
 - i. This would be for Eyewitness books, book boxes, Summer reading, Discovery Boxes, Summer Reading Prize, Programming.
 - ii. Judy motioned to approve \$2,300, This was approved unanimously.
7. Testimonials needed for Library.
- a. [Quotes Document](#) can be found here. Please add to this if you have any.
8. Library Promotion
- a. Proposed Ongoing Campaign, 4 mailers through year, postcards
 - i. January: Focus on the value of the Library and Statistics. Print date around Jan 16th and mail by Jan 23rd.
 - 1. % of total property tax burden is 1.6%.
 - 2. Community saved over \$273,989.66 in books.
 - 3. Registered patrons 1298 toddlers to seniors with only 1 full time director and 4 Part time.
 - 4. No substantial increases lately, will need direct numbers.
 - 5. Protect programming and ask for support .

6. Library budget increase will be approx \$7 per household annually. We need verification on this number.
 7. This should state that this is funded by the Friends of the Library so people don't think it is the library budget funding it.
 - ii. March: More than books theme.
 - iii. June: Summer Reading theme.
 - iv. Sept: TBD
 - b. Judy will send out information for the January postcard soon for people to review.
 - c. Postcards will be mailed to 2410 Households, approx \$2000 for 4.
 - d. Cost for a January mailing in a 6x12 postcard, printed in color, is \$789.75.
 - e. Deborah made a motion for \$800 for printing the January postcards. This was approved unanimously.
 - f. Other Ideas
 - i. Insert bookmarks/postcards in the Little Library
 - ii. [Library Calculator](#)
9. Liaison for Trustee Meeting
 - a. Amy will plan to go to the Dec Trustee meeting. Donna will plan to go to the Jan meeting.
10. Little Free Library Sign Ups
[Friends of the HF Library: Stock Little Free Library \(signupgenius.com\)](#)
 - a. Need someone to sign up for the end of December.
 - b. The Free Library at Gov Weare has been emptied quite a bit so checking every few days has been necessary.

ACTION ITEMS:

- **Amy:** will check with Alisha about what is required from the NH state gaming commission.
- **Amy:** plans on attending the Dec Trustee meeting.
- **Donna:** plans on attending the Jan Trustee meeting.
- **Judy:** will coordinate the Jan postcard mailing.
- **Susi:** will help with the infographics for the mailing possibly with the help of Kimberly, her daughter.
- **All:** plan to go to the Deliberative Session on Tuesday February 6th at 7:00 p m if possible.

Meeting adjourned: Meeting adjourned at 8:00.

Next meeting:

Jan 3 , 2024, at 6:30 pm

Respectfully submitted,
Susi Burke, Secretary

Copy of Games of Chance Email Alisha received:

Hello,

I am the Regional Charity Coordinator for the NH Group, and I help manage the schedules for game rooms in this region. I sent you an email in August about marketing opportunities during your dates at the game room, and asked some questions about what your group might be willing or able to do to help boost your revenue.

I completely understand how things like this get put on the bottom of your “to do list” if they make it there at all! However, we now have so many interested charities that a Charity Selection Committee has been established. They will be looking at the answers to those questions as part of their selection process, so I wanted to follow up with a gentle reminder and refresher:

If you have social media, would you be willing to make posts advertising your gaming dates?

- What is the size of your mailing list, and would you be willing to mail free play offers and marketing collateral that we would provide to your mailing list?
- Host a Board or charity event at our facility to help promote your campaign?
- Make a post on your website advertising your game dates?
- Hang a poster at your place of work (or elsewhere in your community) that would advertise your gaming dates?

Please send your response back to me at your earliest convenience.

Thank you for your continued partnership. We’re excited to continue the growth of gaming in New Hampshire, and to continue serving our charitable partners in their fundraising endeavors.

Kind regards,

Brigit Ordway

Regional Charity Coordinator

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