



Minutes

October 25, 2023

Call to Order: 6:00 p.m.

Location: Silvia Trust Room, Middleborough Public Library

Attendance:

Present: Barbara Chadwick, Colleen Evers, Diane Fay, Paula Fay, Karen Freitas, Tony Freitas, Dave Pincus, Jessica Pincus, Randy Gagne

Not in Attendance: Samantha O'Connor

Approval of Minutes from September Meeting: Motion by Jessica with second from Dave. Motion passed unanimously.

Communications: It was identified that a donation was obtained from Comcast. It was given to us on behalf of an employee who resides in Middleborough.

Treasurer's Update: It was determined that the Friends remain solvent.

Financial Sustainability Discussion:

Goal: To keep the Friends of the Middleborough Public Library solvent and relevant while allowing the board and membership to fulfil its mission.

Focus: Implement an enhanced stewardship plan ensuring careful and responsible management of funds and assets.

- **Discussion on Action Items Relating to Partnership with North Easton Savings Bank**
 - Obtain check in the amount of \$10,000 from Rockland Account: Tony will handle this once the transfer date is determined.
 - Set Date & Time to Open Account: Paula will contact the bank to determine best timing for this to take place.

Focus: Create a comprehensive and professional fundraising strategic plan to include assessment of current revenue model and identification of new "best practice" opportunities.

- **Discussion on Upcoming Grant Opportunities**
 - **Awaiting Review/Response: Local Cultural Council – Three Requests**

- **Highlighting History in Historic Downtown Middleborough:** The Town of Middleborough is in the process of branding the center of town as "Historic Downtown Middleborough". Over the past year, work has been done to design and propose locations for signage that will orientate people to various locations as part of a Wayfinding grant. This grant funded project will extend signage and information to the building level by compiling the history of each establishment and creating materials that disseminate that information. Beyond the compilation of each edifice's story, this project will produce signage and other printed materials that will be available to the public and will serve as the database for future projects that make this information available on a digital platform.

- **Peter H. Peirce Homestead - History Was Made Behind These Doors!** A community is often shaped by those who proceeded it. The Peter H. Peirce Homestead, (132 North Main Street) is a significant asset behind whose doors, the town's history was made. With the transfer of the property to the Friends of the Middleborough Public Library, plans are to shift its focus from a mixed residential/commercial building to one which will also serve as a cultural facility focused on fulfilling the Friends' mission of supporting the library by promoting community involvement and raising funds to assist in Middleborough Public Library's success. This project will begin the development of multi-media materials that will tell the story of the Peter H. Peirce Homestead. This project will include three videos highlighting features of the homestead, the people and businesses associated with the property, and Thomas Peirce including his relationship with the library.

- **Food Glorious Food: EJCOG Card to Culture Tie In:** Food, Glorious Food! is a series of programs offered by library staff which provide attendees with the opportunity to gather as a community. These programs fall within the broad topic of "food culture" which is the "collective habits, rituals, beliefs, values, lifestyle, and practices around producing, procuring, and intaking food. It shapes the way people live and feel." Selected by the adult librarian, these programs align with fund-raising activities being conducted by the Friends but have no associated costs to the attendees. For example, "A Garden Walk with Eleanor Roosevelt" like the "Victorian Gossip Girl, Annie Adams Field" fundraiser event provided attendees the opportunity to experience immersive, historic theater. Other programs align with the "Fall in Love with Middleborough – A Food Experience" event by bringing the community together to experience different types of food.

- **In Process: Mass Cultural Council**
 - The decision was made to only seek a Capital Grant as others potentially require restrictions.
 - Cultural Facility Funds - Capital Grant: Landscape/Hardscape: Modified to address landscape only as front wall requires more funding to fully repair. Will incorporate brick walkway and outdoor pavilion. Need to meet with All Cleaned Up to obtain an estimate.

- **Pending:**
 - NEST: December 2023 – Fundraising Option
 - NEST: March 2024 – Family Event
 - Mass Cultural Festivals & Projects: May 2024 – Concert Series
 - Mass Cultural Operating Grant: March 2024 - Unrestricted

Infrastructure and Process

Goal: To implement the Friends of the Middleborough Public Library’s vision, improve the delivery of its mission, and ensure a sustainable organization.

Focus: Evaluate parking lot to identify short-term and long-term maintenance requirements and create associated plans including financial plans to address known and future needs.

- Parking Sign – Reviewed format. Revisions identified to simplify language. Will be reworked and reviewed a next meeting.
- Brick Installation – Compensation: Randy will discuss this but there has never been a request for reimbursement.

Focus: Evaluate homestead to identify short-term and long-term maintenance requirements and create associated plans including a financial plan to address known and future needs.

- Content Inventory & Curtain Replacement – Walk-through and identification of items to dispose of took place.
- Apartment Upgrades: Gamache is interested in performing work during the winter. Tony & Paula will review with Sheila.
- Insurance Coverage: Tony will have Chubbs Insurance review.
- Rental Income Strategy: Preliminary discussions took place.
- Rental Agreement – Property Transfer will need to be determined including notification to tenants of potential changes and request for issues with current units be provided.
- Branding of Peter H. Peirce Homestead – No change. Randy will visit Anthony’s office in Taunton.

Focus: Develop and implement a detailed plan to deploy and assess each fundraising program/activity.

- Murder At Middleborough Abbey: Status reviewed, and completion tasks discussed. Strategy for distributing floral arrangements need to be determined.
- Winter Wine Tasting Event: Tony will confirm with suppliers. Tony & Paula will review requirements with the Town.
- Concert – November 19
- Victorian Tea Event – December 10 – In the process of being sold-out.
- Concert – December 17
- Fall in Love with Middleborough Event – Decision made to schedule again for 2024

Mission Clarity

GOAL: To identify and articulate a clear, consistent, and defining message around who the Friends of the Middleborough Public Library are and what the Friends do to make a difference in the community.

Focus: Assess fundraising programs to ensure alignment with mission, vision, purpose, and core values.

- Donor Perfect – No Change in Status due to other priorities.
 - Product Overview
 - Database Development and Application Deployment

Library Update: Programs for Haitian preschoolers and guardians will take place on October 30 and November 6. Tiles will be replaced in Childrens Room. Software upgrades for museum passes and room scheduling will be taking place.

Unanticipated:

Date for November Meeting: November 15, 2023

Adjournment: 7:59 pm

Submitted by: Diane Fay
Secretary