

LAB Executive Board Meeting – Agenda & Minutes

Tuesday, August 5, 2025, 5:00pm - Online

Webpage: brevardlib.org

Facebook Group: <https://www.facebook.com/groups/brevlibex>

Board Members - Deborah Anderson (DA), President; Shawn Thomas (ST), Vice President; Holly Bentley (HB), Treasurer; Valerie Gallucci (VG), Secretary; Jocelyn Crim, Membership Chair; Susan Houts (SH), Marketing Chair.

Present: Valerie Gallucci, Shawn Thomas, Susan Houts, Jocelyn Crim, Deborah Anderson.
(Started at 5:10)

Notetaker– VG, Secretary.

Officially Welcome to Jocelyn Crim as LAB's Membership Chair to her first meeting! Yay!

Call for additions/corrections to today's agenda.

Minutes from July 9, 2025 distributed by DA to the Board for review. Board members to update on Shared drive document by Friday, August 15, 2025. (Note: ST posted all previously approved meeting minutes on webpage)

1) LAB Executive Board. Happy to report all seats are filled for 2025-2026! Thank you to all for volunteering to serve!

2) Membership report -

- a) DA and JC scheduling a phone meeting to transfer membership duties. Jocelyn has created membership folders on Shared Drive.
- b) EFSC Institutional membership - Waiting for two membership forms to complete. There are 11 institutional members with institutional membership.
- c) FI Tech Institutional membership - JC and DA working with Evans Library Admin Assistant to compile 11 institutional member information .
- d) DA to work with JC to send the remaining second renewal email. (Later note: "undeliverable" emails land in the Spam folder in Board email) The deadline to sign up is at the end of August. Anyone who doesn't renew will be removed from the spreadsheet roster, email distribution list, and directory. Non-renewal names and emails will be moved to a separate worksheet. There are roughly 15 people left to contact about renewal, down from 20 at the previous meeting. Institutional memberships have helped reduce that number.
- e) Updating Membership Directory - DA and JC will work on updating the document. May need to use physical addresses to reach people because some email addresses may be outdated.

SH asked if there have been any new Brevard County Public Library members after all her marketing efforts with DA. DA said, yes, thus far one new Public Library member has joined, but that it'll likely be a "baby steps" process.

3) Treasurer's report – HB (July 9, 2025 balance \$712.11), DA reported for HB 08.19.2025. Banquet costs (\$156.26), marketing and printing costs (\$202.13), membership renewals and donations received at Banquet (\$20.00), institutional memberships and online payments have not been received from NEFLIN online account. 09.18.2025 **Balance \$373.72.**

4) Board review of By-Laws (on LAB webpage/Documents). Review HB's suggested edits.

https://docs.google.com/document/d/1CbWjzi_AAmuwl2EVJX3aenl2_gRUutV/edit

There was a discussion about HTB's suggested edits under Article III: Membership Section 1–do prospective non-library members need to be vetted by the board? DA suggested broadening the language to include "friends of libraries." It was approved by the Board that prospective non-library members will not need to be approved by the board. DA will work on the final edits to bylaws and distribute to the Board for a final vote.

5) Programming, 2025–2026

- a)Community involvement - 2025 NAACP partnership clean-up
 - i) **July 19** - Four LAB members attended. Kathy Turner, DA, ST, SH.
 - ii) Remaining, **October 18**; 8-9am. DA will email membership. ST post on FB.
- b) **Annual Banquet Report - July, 26, 2025, Saturday, 5:00, Marker 99**
 - i) Great team effort! Thank you to everyone! The Beloved Book icebreaker was so well received and fun. Received very positive feedback for attendees.
 - ii) Attendance - 24, representing college, university, public libraries and others.
 - iii) Future Venues - Everyone keep eyes open for 2026 venues
 - iv) Debrief **For next year, more intermingling, perhaps round tables, more opportunities for networking. Maybe a larger room that would not be as warm.**
- c) **Banned Book event**, (Banned Book Week Oct. 5-11) . HB **There are conflicts with the proposed dates—many reliable attendees would be out of town. Tabled until HB provides more information.**
 - i) Announced at Banquet
 - ii) Venue: Banned Book Library at Unitarian Church
 - iii) Date: Discussion. HB
 - iv) Movie clip from shown at event, *Banned Together*, available free on Amazon

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Board members are encouraged to preview before the event.

iv) "Books Unbanned" information sent to the Board. Discuss (DA)

DA asked for other event suggestions? VG said perhaps we can look at larger events at the public libraries happening in the fall and attend with LAB. ST will investigate. Aiming for October/November.

d) **Theater night - Discuss** Little Shop of Horrors at Henegar Center 10/3 - 10/26, open to other options. JC suggested Titusville Playhouse. A matinee would be ideal. JC will look at theatre options and come back with suggestions.

6) Marketing report. 2025 Goal - Grow membership initiative

- a) EFSC joined at Institutional Membership level (11 members)
- b) FI Tech Evans Library joined at Institutional Membership level (11 members)
- c) Brevard County Libraries - DA and SH. Report is an Addendum to this agenda.
- d) Brevard Public Schools – Brevard Association of Media Educators (BAME) and BPS County level Media Center supervisor.
- e) Review membership survey results - posted on Webpage under "Documents..."
<chrome-extension://efaidnbmnnibpcajpcglclefindmkaj/https://brevardlib.org/wp-content/uploads/2022/06/lab-membership-survey-results-spring-2022-1.pdf> Will discuss at next meeting.
- f) Future ideas - SH encouraged us all to think of the "why" behind LAB–elevator pitch messaging. Focus on the benefits of membership.

7) Website and Social Media –

- a) WordPress – LAB's Webpage. DA coordinates with ST.
 - i) Under Events, there is an email address link to an unknown individual that ST has attempted to sort out and remove. ST will continue to work on this issue.
 - ii) Can the pictures on the homepage be linked to the respective library homepages? ST will work on.
- b) FB Page - ST updates with events postings
(Note: Group Page is connected to the organization page. Must keep both.)

Meeting ended: 6:10 PM

Next meeting: Wednesday, 9/10 at 5 PM. Online

Agenda Addendum

Report- Brevard Public Library Marketing Initiative

Email: To LAB Executive Board by DA. Send July 22, 2025

Hello Board Members,

With Susan's guidance and Shawn's help, Susan and I delivered 100 goodie bags with membership forms, LAB bookmarks, banquet invitations, candy, and granola bars. Our pop-in visits on Thursday, July 17, were well received by Directors, Librarians, and Library staff. Susan and I took gift baskets to and talked-up LAB at seven libraries, and individually we stopped at three more sites. Collectively, ten of the seventeen Brevard Public Libraries have received LAB marketing information (see the list below).

On Thursday, Susan and I also met with Wendi Bost, BCL Library Services Director, at Cocoa Central Library. In that meeting, LAB seemed to be well received and our conversation was positive.

Public Libraries visited: Melbourne, Eau Gallie, Suntree, Cocoa, Cape Canaveral, Cocoa Beach, Satellite Beach, DeGroodt, Palm Bay, West Melbourne

Public Libraries not visited: Martin Luther King Jr., Melbourne Beach, Merritt Island, South Mainland, Mims, Port St. John, Titusville

It was found that generating and compiling the marketing materials for this outreach was more expensive and time consuming than expected. The cost to print the materials, create bookmarks, and stuff the bags with goodies totaled \$202,23 (\$2.00 ea. bag).. in order to achieve an important 2025/26 goal, LAB's current bank balance allowed for this expense. Holly, I will be sending you copies of the receipts so Susan and I may be reimbursed.

Hopefully, this marketing push will generate a few new members and they will become the base to grow the future membership from the Brevard Public Libraries.

At the next Board meeting, the Board will discuss whether to continue these efforts to the other branches.

(Note: This initiative was reported at the Banquet)