

LAB Executive Board Meeting – Agenda & Minutes

Wednesday, November 12, 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: Deborah Anderson, Shawn Thomas, Valerie Gallucci, Jocelyn Crim, Holly Bentley

Notetaker– VG, Secretary (Start time: 5:00)

Call for additions/corrections to today's agenda.

Minutes from Sept. 10, 2025 distributed to the Board. Following Board's review, ST posted Minutes to LAB's Webpage.

1) Membership update -

- a) Membership Documents - JC reconciled "Membership Spreadsheet" roster (enhanced) including non-renewal worksheet, Emildodo database, and Membership Directory- 2025 (draft) Roster and Directory. All membership documents are stored on Shared Drive.
There was a brief discussion about potential issues with older email addresses, i.e. Yahoo, specifically that people may have full mailboxes or that the LAB messages may be going to spam. Nothing to be done about this.
- b) The 2025 Membership Directory will be distributed following DA's final review of membership documents, and Board's vote to approve By-Laws (#4 below).
- c) Letters will be mailed to the few members yet to renew whose emails are "undeliverable" or who do not have email addresses on file. Coordinated by DA and JC. (Action approved at 9.10.2025 Board meeting)
- d) Institutional Memberships (DA) - All EFSC and FI Tech Evans Library member data has been added to membership documents by JC.

Discussed the importance of word of mouth recruitment directed to Public Library employees.

2) Treasurer's report – HB.

- a) October Banned Book Event's expenses reimbursed - Donation to Brevard's Banned Book Library \$100.00; gift card door prize \$25.00; banned book themed door prizes \$47.00; refreshments \$23.00 = \$195.00.
- b) Current balance = \$668.72 balance, there is an outstanding \$70 check sent to DA, balance after clearing the check will be \$598.72.
- c) DA: WordPress and domain subscriptions must be paid by the end of year. WordPress has been paid by DA, HB will reimburse her.

3) **By-Laws 2025**

- a. Sept. 15, 2025 final Board review. DA made edits suggested by ST and JC
- b. **DA - Call for Board vote to Approve.** Unanimously approved.

https://docs.google.com/document/d/1CbWjzi_AAmuwgl2EVJX3aenl2_gRUutV/edit

4) **Programming, 2025–2026**

- a)Community involvement
 - i) 2025 NAACP partnership clean-up. **October 18 3 LAB participants;** final for 2025.
 - ii) **Other suggestions, coordinators?**
 - HB suggested a beach cleanup. DA asked for someone to coordinate a cleanup with the Sea Turtle Preservation Society. HB will contact the Sea Turtle Preservation Society.
 - VG suggested a service project, maybe to plant native plants, at the Florida Wildlife Hospital—would need to ask the volunteer coordinator there before scheduling anything. VG will email the volunteer coordinator about that, and
 - There was also a discussion on some kind of LAB-branded wearable item, like shirts or buttons. HB has access to a buttonmaker and offers to make buttons. A shirt may be possible if DA can get access to a Cricut.

- b) Banned Book event, (Banned Book Week Oct. 5-11) .**

Building a Banned Book Library

Saturday, October 4, 1-2:30.

14 attendees.

Informative and well-received

Additional comments

The event went well, thanks to HB for coordinating and Jean Sparks for coming up with the idea. A movie, called “The Librarians”, has been released. It might be good to host an event to view it once the movie is readily available.

c) Theater event - Board Consensus - Matinee, Jan/Feb. 2026.

i) Survey - DA created a LAB account in Survey Monkey (added log-in protocol to master Log-in document on the Shared Drive); created survey and tested with Board members; LAB membership sent survey 10.21.2025.

ii) Survey results - (note: Free Survey Monkey only allows for 25 responses)

- 18 respondents, including Board members.
- **13 voted for (72%) “Gypsy”, Cocoa Village, Feb. 6-22. Plenty of Tickets avail. Prices around \$30.00. Sat. or Sun. matinee, Feb. 7/8th or 21/22nd.** The Board decided on seeing Gypsy on Sunday, 2/8 at 2 PM.
(56% “Singing in the Rain” at the Henegar).
- **65% Yes to dinner afterward.**

iii) **Request SH to develop flyer?**

iv) DA will also do a “save the date” email.

There was a discussion about how LAB could offer 2 free tickets to members. HB recommended asking people to sign up by a certain date to be entered to win the tickets in a drawing. DA will purchase her ticket, along with the 2 “free” tickets. She will also email board members with the locations of those seats so that they can purchase their tickets. The response deadline for members would be by 1/8/26 (Note: DA moved the date for “drawing” to Dec. to facilitate an earlier announcement of the winner).

d) Spring event 2026 - Suggestions

i) Collaboration with FL Tech - DA will arrange a meeting with Nancy Garmer, perhaps about MOB (Museums of Brevard). DA will pursue coordinating this event with Nancy Garmer and MOB.

ii) HB suggested having another social event, maybe a coffee and crafts social—timing would depend on the other events in the spring. Then DA asked for a Board member to volunteer to coordinate this event.

6) Marketing report. 2025 Goal - Grow membership

a) Develop sound bites (i.e. elevator pitch) outlining the “why” behind LAB, focusing on the benefits of membership. References - Introduction in ByLaws, Homepage, Application Form, LAB History. **Volunteer**

Start with 2022 Membership Survey section “LAB-Value to Members”

<chrome-extension://efaidnbmnnibpcapcglclefindmkaj/https://brevardlib.org/wp-content/uploads/2022/06/lab-membership-survey-results-spring-2022-1.pdf>

d) Brevard Public Schools – Brevard Association of Media Educators (BAME) and BPS County level Media Center supervisor. DA

c) At 09.10.2025 Board meeting, DA's introduced the linked 2022 "Ways to Increase Membership" survey document (filed on shared drive in Membership folder) and discussion was opened for the Board's comment.

<https://docs.google.com/document/d/1SAWpnF6EPIL8NtLKnxYqUpc1evilSutc/edit>

- Much of this document has been addressed in discussions at the Sept. 2025 Board meeting.

DA to integrate discussion outcomes into document.

i) 09.10.2025 Meeting outcomes to Referenced document sections

1. Referral program: DA said that gift memberships and word of mouth have been more successful than when LAB incentivized membership referrals.
2. BAME: Board suggestion: Offer free dual membership to BAME members may be a good way to get more members. DA must find out the current BAME President.
3. Welcome Series: Suggestion on document - Welcome package sent to new members. Board response: A physical package mailing not feasible. DA suggested creative postcards be mailed to new members. A welcome email is customary—DA is currently sending "Welcome" emails to all new members.
 - Document suggestion: A welcome event for new members. Board response: not enough new members for this to work. New members will be welcomed at scheduled events.
 - Document suggestion: Spotlight new members on LAB's social media. Due to privacy issues, the Board did not approve.

ii.) 11.12.2025 Board meeting comments: **Remainder of document**

Direct Mail: #4: Pending. Reach out by direct mail; Board action item.

Optimize website: #5: Accomplished: Optimize the website and ensure that it's easy to find (DA: LAB website is now the first result on Google). The membership application is on the website and it's easily accessible. #6: focusing on enhancing your site's SEO (Search Engine Optimizer), ST will work on this.

The remainder of the document will be reviewed at a future meeting. Upon completion, the Board will develop meaningful action items. Board review of document completed.

7) Website and Social Media –

- a) WordPress – LAB's Webpage. ST coordinates updates with DA.
- b) FB Page - ST updates with events postings
- c) **Subscriptions for domain and Wordpress due at end of year. WordPress paid Nov. 2025 by DA \$48.00.**
(Keep this Note on Agenda as a reminder.:Group Page is connected to the organization page. Must keep both.)

Meeting ended: Next meeting: Tuesday, 1/13/26 at 5PM Online