

WESTCHESTER LIBRARY ASSOCIATION
Minutes of the Board of Directors Meeting
August 13, 2015
White Plains Public Library

Present:

Liz Anastasi, Sara Rodgers, Mallory Harlen, Elizabeth Coppola, Alex Gaete, Terry Kirchner, Donna Pesce, Sharon Rothman, Linda Surovich, John Torres and James Trapasso

Excused:

Tim Baird, Z.B. Baird, Diane Batemarco, Dan Glauber, Martha Iwan, Diana Lennon, Joseph Mannozi, Maureen Petry, Carolyn Reznick, Rebecca Steere

The meeting was called to order at 10:08. Linda Surovich made a motion to accept the minutes of the June 11, 2015 Meeting as read; Sara Rodgers seconded. The motion was passed and the minutes were accepted.

President's Report:

- New WLA President Liz Anastasi began by providing board members with copies of the 2015 Conference Survey for our perusal and noted that the full results are available through the WLA Survey Monkey. 52 attendees responded, which was the same as 2013 and slightly more than 2014, and 82% of respondents were from public libraries. A common theme of the responses was the amount of down-time throughout the day, which had been built into the schedule so that attendees had time to visit with vendors and network with other librarians. Liz noted that when planning this year's conference, we can tighten up the schedule. Sara suggested that we offer things to do during downtime, similar to the Librarian's Lounge available at Book Expo; Sharon suggested that we can do an "Adopt A Newbie" program, where a conference veteran takes a new member around and makes introductions.
- Liz will email Conference Statistics to the board.
- She announced that James Trapasso of the Ossining Public Library will be joining the board as our new Social Media Coordinator, who will handle Twitter, Facebook and Flickr. Board members voted unanimously to have James fill this position.
- Further, Liz noted that we have four chairperson positions to be filled: Scholarship Chair, Conference Chair, Professional Development Chair and Directory Chair; she also mentioned the possibility of revising the scholarships. She asked that board members contact anyone we may know who could fill these positions; Terry asked her to send a snippet of the description for each, and he will email to his network, including Boces, etc.

Treasurer's Report:

- Sharon reported that as of June 8, 2015, WLA had \$9,238.56 in the Checking Account and \$23, 207.84 in the Savings Account with a combined balance of \$32,446.40. She will put together a conference report detailing how much we made versus how much we spent. Terry asked if she had received a check from Metro which, as of today, she had not; she will send Terry another invoice and he will follow up.

Membership Report:

- Linda had no report: Srivalli Rao has not been in touch with her yet, but she will follow up with her regarding her training.

Web Administration:

- No report

Reference Committee:

- No report

College Committee:

- No report

Youth Services Committee:

- No report; Elizabeth Coppola reported that the Anne Izzard Storytellers' Chocie Awards were successful and that they promoted WLA at the event.

Support Staff Section:

- No report

Conference Committee:

- Sara thanked everyone again for all of the help and hard work that went into planning the conference. We will take a closer look at the survey and come up with a theme for this year. She suggested the theme of Creativity, which we could build on in many ways (a workshop on makerspaces, etc.). Terry suggested that we could make it an Entrepreneurial theme, to appeal to academic and school libraries as well. We discussed the importance of inspiring people to come to the conference. Sharon suggested the idea of having a Legacy Committee, including conference artifacts from previous years. Terry suggested that we could have a journal at the conference and that vendors could pay for ads instead of having tables at the conference. This way, we could reach out to both national organizations and local business who otherwise wouldn't or couldn't physically attend; we'd also acknowledge their contribution on our social media.

Public Relations Committee:

- Alex said she's happy to have James on board to handle social media and looks forward to working with him.

Legislation Committee:

- Donna shared the WLA Survey she has been working on, with input from a consultant at WLS. The consultant suggested not to go into too much detail in the survey and to offer space for respondents to write-in. We discussed that leading with what WLA does offer is a good thing. Donna said the time frame for sending the survey out to members is whenever the WLA board is satisfied with the survey; it's going to be a great tool to help us plan the 2016 conference. Terry suggested aiming to send the survey out in October and use the September 10th meeting to discuss the survey again. Donna will follow up with Martha about the Vendor Survey. We discussed the possibility of adding to the

vendor survey a question regarding whether or not they would be interested in purchasing an ad. Sara suggested asking people what organizations they are affiliated with, and offering the chance for those organizations to have a table at the conference or to have that person be the liaison for WLA/libraries to reach out to that organization, since partnerships and collaboration are such a hot topic. John Torres suggested that a theme for the conference could be Community and could build on this; we could bring in other organizations (i.e. Girl Scouts, Historical Society, SLA) to promote the idea of utilizing the community as a whole.

Professional Development Committee:

- This committee still needs a chair.
- The board discussed the possibility of having a Continuing Education event this fall. Sara suggested a “Tech Night Out” where attendees could learn about topics such as how to use Google Drive. We could tie the event into the Back To School theme—there’s always an opportunity to learn new things. Sharon shared that she has a program coming in White Plains this fall that she’s very excited about, where career coach Laura Powers will be teaching attendees how to market themselves with a 30/60/120 second pitch. We agreed that this would be beneficial to WLA members, since we could learn how to best market ourselves as well as our libraries and library programs. Sharon said that her cost is typically \$300, but that she is coming to White Plains for \$250. Terry said he could reach out to other organizations to promote the program; the program would be free for WLA members and there would be a nominal fee for non-members (\$10?). Sharon will contact Laura to see her availability during the fall. There is a maximum \$500 budget for the event, including refreshments.
- James shared that the Health and Wellness series he coordinates at the Ossining Public Library always proves to be popular. Terry suggested that WLA co-sponsor the event and could provide refreshments; this would boost the attendance of the program, too.

Vendor Committee:

- No report

Directory Committee:

- This committee still needs a chair.

A motion to adjourn was made by Terry at 11:18; Alex seconded and the meeting was adjourned.

Respectfully Submitted,
Mallory Harlen

Upcoming Meetings:

September 10, 2015 at the Warner Library in Tarrytown
October 8, 2015 (TBD)