

**WESTCHESTER LIBRARY ASSOCIATION**  
**Minutes of the Board of Directors Meeting**  
**April 8, 2010**  
**Chappaqua Public Library**

**Present:** Zahra M. Baird, Diane Batemarco, Aurora Cruz, Ann-Marie Cutul, Ed Falcone, Dan Glauber, Melissa Iamonico, Craig McMahon, Cathy Paulsen, Srivalli Rao, Carolyn Reznick, Sharon Rothman, Judith Rovenger, Jessica Tagliaferro, Susan Thaler, and Pam Thornton

**Excused:** Tim Baird, Jodie Hopkins, and John Monahan

The meeting came to order 10:10. Motion (Thornton/Z.M. Baird) to accept the Minutes from March 18, 2010, passed.

**President's Report:**

- Rothman introduced Jessica Tagliaferro, candidate for Vice President/President Elect of WLA 2010-2011. Tagliaferro is Electronic Resources Librarian at SUNY Westchester Community College. Rao will email the WLA Slate to the membership later today.

**Treasurer's Report:**

- Falcone reported that as of March 31, 2010, WLA had \$11,004.55 in the Checking Account and \$30,013.01 in the Savings Account with a combined total of \$41,017.56.
- Falcone also handed out the Treasurer's Annual Report covering April 1, 2009 – March 31, 2010. The combined balance was \$40,330 on April 1, 2009, and \$41,018 on March 31, 2010. The Board congratulated Falcone on his excellent bookkeeping.

**Membership Report:**

- Rao reported that as of April 7, 2010, WLA has 173 members. She has sent membership updates to Thaler. She has also sent emails to people who register at the member rate but are not 2010 members. Rao has notified them that their Conference registration will not be processed till she receives their membership dues. Rao will send email blasts about the WLA Conference again next week.
- If individual chairs want Rao to send out any information to members via email, she can do so, but she requests error free documents (in WORD or PDF).
- Rao will be away at a Conference April 27 to April 30. She will send Thaler membership updates May 3.
- The Board discussed the membership rate for unemployed persons and agreed on a \$10 rate. Rao will expand the retired membership category on next year's membership form to read retired/unemployed.

**Web Administration Committee:**

- Zahra B. Baird reported for Tim Baird who was excused. T. Baird is not a content provider but needs material to post from the individual section chairs. Documents should not have to be edited. PDF format is OK. He suggests chairs of individual sections add appropriate links from their sections.

### **Reference Section:**

- Paulsen reported that the Reference section will have three workshops at the Annual Conference, *From Street Lit to Steam Punk: Sub-Cultures and Sub Genres: Make your library service truly multicultural* with Scott Jarzombek, Head of Youth Services at Poughkeepsie Public Library District; *Advocacy 101: The 5 Keys to Successful Advocacy* with Kathy Miller, Executive Director of the Rochester Regional Library Council and Jennifer Morris, Director of the Pioneer Library System; and *Giving Libraries the Wow Factor* with Nancy Shenker, CEO/Founder of the ONswitch.

### **College Section:**

- Batemarco reported that the College section will have two programs at the Conference,
- *Information Ethics in a Lib 2.0 World* with Kathryn G. Shaughnessy, Assistant Professor and Instructional Services Librarian at St. John's University and *Libraries, Literacy, & Gaming: Manhattanville Grant* with Kate Todd, Emerging Technologies Librarian at Manhattanville College.
- Batemarco has posted information about the Annual Conference on the Waldo listserv.

### **Youth Services Section:**

- Z. M. Baird reported that the Youth Services section will have two programs at the Conference, *By Teens, for Teens: Out of the Box Programming* with Jack Martin, Assistant Director for Public Programs/Lifelong Learning for Children, Teens and Families at NYPL and *VolunTeens* with Chrissie Morrison, Tween & Teen Librarian.
- In addition, there is a workshop *Successful Children's Services – What Works* with Christina Ryan-Linder, Youth Services & Community Connections Coordinator, Mid-Hudson Library System.

### **Public Relations Committee:**

- McMahon has prepared the Conference program flyer which has been distributed via email by Rao. He has also prepared a one page flyer to be distributed to the media.
- McMahon suggested that WLA should have a bookmark with brief information that could be distributed to new library employees. He urged Board members to think of a shorter url for WLA, perhaps [www.wla.info](http://www.wla.info), and appreciates any suggestions.
- McMahon will be the administrator of WLA's Facebook.
- McMahon also suggested we create a master list of email addresses and snail mail addresses for library directors for publicity purposes.
- The Board expressed its thanks to McMahon for his excellent publicity efforts.

### **Legislation Committee:**

- Glauber has invited Amy Paulin and Andrea Stewart-Cousins to the luncheon at the Annual Conference. He has not heard back yet. Glauber will also invite the Westchester County Executive, Rob Astorino, legislators Sandy Galef and Mike Spano. All will be asked to speak briefly at the beginning of the lunch at 12:45.

### **Professional Development Committee:**

- Iamonico reported that she has received two applications for the Professional Development award. Reznick and Cruz volunteered to be additional judges.

### **Directory Committee:**

- Thornton reported that the 2010 WLA Directory is complete. She will email the pdf file to Rao who will send out a link to WLA members.

### **Annual Conference:**

- Thaler reported that she does not have any exact number of registrants yet. Last year we had 180 people attending including authors. According to Z.M. Baird, we have twelve authors coming for breakfast this year. The Village Bookstore will sell books by them.
- Thaler will contact Hopkins for a list of vendors.
- Cruz asked Board members to let her know if they can bring laptops since Doubletree charges \$500 for each rented computer. She also needs a portable podium. Please let Cruz know how many speakers will be present for breakfast and lunch.

### **Shoe Contest:**

- Z.M. Baird suggested that WLA have a shoe contest, "Put Your Best Foot Forward." This idea was inspired by keynote speaker Adriana Trigiani's fascination with shoes evident in her books. Attendees could wear the shoes or bring them. A prize would be given out for the most unique shoe, one for a man's shoe, one for a woman's shoe. There would be a "shoe station" where pictures would be taken and later displayed in a slide show and judged.

### **Giveaways:**

- Various ideas for giveaways were discussed, such as pens, post-it pads, stress balls and bags. Thornton displayed a messenger bag from the Rangeview Libraries in Colorado. She will check out the production of a similar bag for WLA next year. The bag would be a gift with your membership renewal.

### **Packet Party:**

- Rothman will host a "packet stuffing party" at the White Plains Library Monday, May 3, starting at 5 p.m. Rothman encourages all who wish to participate to contact her by that morning.

### **Ideas for upcoming WLA activities:**

- Rothman suggested a beach party at Jones Beach in August.
- Reznick suggested an alternative location for the Winter Social.
- Cruz suggested a Friday Happy Hour mixer, may be in Tarrytown.
- Iamonico will check out tickets to a Hudson Valley Renegades baseball game.

The meeting was adjourned (Thaler/Z.M. Baird) at 12 Noon.

Respectfully submitted by Ann-Marie Cutul

### **Upcoming meetings:**

May 7, 2010: Conference at Doubletree Hotel, Tarrytown

June 10, 2010: Luncheon meeting at Zanaro's, White Plains

