

WESTCHESTER LIBRARY ASSOCIATION
Minutes of the Board of Directors Meeting
February 10, 2011
Scarsdale Public Library

Present: Mary Ayers, Diane Batemarco, Pam Berger, Aurora Cruz, Ann-Marie Cutul, Ed Falcone, Dan Glauber, Bonnie Katz, Nancy Keating, Craig McMahon, John Monahan, Srivalli Rao, Carolyn Reznick, Jessica Tagliaferro, and Susan Thaler

Excused: Tim Baird, Zahra M. Baird, K. De Luca, Maxine Grandison, Valerie Herman, Harriet Huang, Melissa Iamonic, Cathy Paulsen, and Sharon Rothman

The meeting was called to order at 10:10. Motion (Cruz/Tagliaferro) to accept the Minutes of January 13, 2011, passed with one correction.

President's Report:

- Thaler announced that Paypal is now working. We intend to use Paypal for the Conference registration which is good since NYLA would have increased its fee from last year.
- Thaler has met with WLS director Terry Kirchner. WLS wants to co-sponsor professional activities with WLA and is prepared to take care of any expenses. Suggestions from Board members included a workshop on E-books, Publisher and/or Excel, as well as a field trip to the Darien Library in Connecticut. Thaler will check into this.
- Thaler asked for ideas from Board members for a candidate for Vice President/President Elect.

Treasurer's Report:

- Falcone reported that as of January 31, 2011, WLA had \$15,726.54 in the Checking Account and \$24,023.26 in the Savings Account with a total balance of \$38,386.52.
- Falcone has received an additional \$800 in membership fees from Rao. It takes four days for money to be transferred via PayPal.

Membership Report:

- Rao will share the Google membership forms with Falcone for members using PayPal.

College Section:

- Batemarco handed out a sheet with descriptions of the two College section workshops for the Conference. Benjamin G. Turner and P. Charles Livermore, professors from St. John's University, will talk about "Leveraging Library Services Using QR Codes." Alexa Pearce, librarian from New York University, will discuss "Post-Virtual Reference: Strategies for Sustainability."

Support Staff Section:

- Thaler reported for Grandison who was excused. Grandison has booked Assistant University Librarian at Princeton University, David Magier, to be a Conference speaker. The topic will focus on technology for support staff.

Public Relations Committee:

- Thaler forwarded a suggestion from Herman who was excused. Herman suggests one way to increase WLA's following on Facebook is for us to recommend the WLA Facebook page to our Facebook friends.
- McMahon is ready to work on the Conference flier. He asked that any pictures forwarded to him be in high resolution for best effect.

Legislation Committee:

- Glauber reported that March 1 is *Library Advocacy Day* (previously *Lobby Day*). WLS is paying for the bus to Albany. Anybody interested should register on the Ramapo-Catskill Library System's website (www.rcls.org). WLA will provide refreshments on the bus and spend about \$60.

Professional Development Committee:

- Glauber has added a disclaimer to the Professional Development Award application and the instructions. He has forwarded the revised documents to Tim Baird for posting on the website. Glauber cannot be a judge since he will receive the applications and have access to the names. Reznick, Iamónico and Cruz will read them and judge them. The current deadline is April 15, 2011.

Washington Irving Committee:

- Thaler reported for K. DeLuca who was excused. The Committee has read and reviewed 44 fiction and non-fiction titles published by Westchester residents the past two years. The committee members have selected 9-10 fiction and 9-10 non-fiction winners. They are now writing annotations. They do not want to charge more than \$10 for the public to attend the program. McMahon will work on publicity. The Awards list will be printed by AlphaGraphics, along with the posters and the book seal stickers. The Committee would like to reserve the ballroom till 5 p.m. The Committee will contact corporate sponsors for either a monetary donation for a giveaway or an actual giveaway.

March Workshop postponed:

- Rao regretfully announced that the planned workshop for March on Digital Storytelling needs to be postponed due to Mercy College staffing issues. Board members suggested we plan the program for the end of September or beginning of October instead.

Annual Conference:

Keynote Speaker:

- Thaler noted that Z.M. Baird has contacted Keith Richards, but that it is unlikely that we will get him. DeLuca has suggested Seth Godin, a relatively well known author. He lives in Hastings and will receive a Washington Irving Award for his recent book, *Linchpin*. Cutul brought up Adriana Trigiani's promise to help us out. Another possible candidate would be Amy Sedaris.

Raffle:

- Thaler mentioned that we do not have a Raffle Chair yet to replace Cutul. Board members suggested we have a 50/50 Raffle and also spend some money to purchase gift cards or other simple gifts as part of the Raffle. Reznick and Katz volunteered to take over and coordinate. Motion (Falcone/Monahan) for a total budget of \$300 was

approved. We will also give away two free memberships to WLA. McMahon will approach Barnes & Noble for a donation of a Nook. The Nook could be the prize in an Early Bird Raffle which would create an incentive to register before 8:30. This way, we would attract more vendor traffic before the first session of the day. Vendor gifts could also be raffled off as the 10th visitor, 20th visitor, or such.

School- Public Library Cooperation Award:

- Monahan has volunteered to take over from Judith Rovenger who previously handled the award.. He will send out a letter with the partnership application next week.

Schedule and Fees:

- Cruz is working on the schedule and list of charges. The Early Bird special will be \$50 for members and \$60 for non members.
- Doubletree will charge \$10 per person for breakfast which includes coffee, tea and a Danish pastry.
- The breakfast will be set up inside the ballroom near the vendors to create more foot traffic.
- The Washington Irving Program has to end by 4:15 since the Ballroom has to be cleared by 4:30. We need to charge something for outsiders to attend since seating is limited.
- Cruz will forward equipment sheets and speaker confirmation sheets to section chairs.

Vendors:

- Katz will send out a letter to prospective vendors introducing herself as the new Vendor Chair.

Publicity:

- Reznick already has 600-700 emails on the WLA Newsletter list.
- McMahon suggested we have a big, attractive board at the Conference as a backdrop for vendor recognition.

WLA email address:

- The email address currently is westchesterlibraryassociation@gmail.com
- Should we change it to wlany@gmail.com?

The meeting adjourned at 12 Noon.

Respectfully submitted by Ann-Marie Cutul

Upcoming Meeting:

Thursday, March 10, 2011

Place: TBA

Please note that the April 14 meeting will start at 9:30 A.M. as the WLA Book & Author Luncheon is that same day.

