

WESTCHESTER LIBRARY ASSOCIATION
Minutes of the Board of Directors Meeting
March 10, 2011
White Plains Public Library

Present: Mary Ayers, Tim Baird, Zahra M. Baird, Diane Batemarco, Aurora Cruz, Ann-Marie Cutul, K. De Luca, Ed Falcone, Bonnie Katz, Nancy Keating, Cathy Paulsen, Srivalli Rao, Sharon Rothman, Jessica Tagliaferro, and Susan Thaler

Excused: Dan Glauber, John Monahan, and Carolyn Reznick

The meeting came to order 10:15. Motion (Z.M. Baird/DeLuca) to accept the Minutes of February 10, 2011, passed.

Treasurer's Report:

- Falcone reported that as of February 28, 2011, WLA had \$16,569.54 in the Checking Account and \$24,024.17 in the Savings Account with a combined balance of \$40,593.71.
- There are additional membership checks to deposit.
- Falcone further reported that the transfer from PayPal to the bank is working well.
- He inquired whether we should renew our NYLA membership (\$75). Board members agreed to hold off until we check out the benefits.

Membership Report:

- Rao announced that the PayPal link is up and running and seems to be working OK for the membership renewals. She will indicate that it is secure to pay online.
- Currently, WLA has 136 members.
- Please send any flyers to Rao immediately as she is sending out a second membership renewal notice shortly.
- Rao will be away for 2 weeks in April-May but will be back by May 6. Two assistants will monitor her WLA related email.

Reference Section:

- Z.M. Baird and Paulsen inquired whether they should plan a social event for June. Board members gave positive feedback and suggested White Plains as an ideal location.
- Rao mentioned that SLA sponsors interesting field trips. A suggestion was made to cooperate with them for future events.
- DeLuca suggested we have a fund raiser for a local book related, charitable organization. Community outreach would lend us credibility when we approach corporate sponsors for contributions.
- Cruz suggested we set up a timeline for future programs.

Support Staff Section:

- Thaler reported that she had gotten an email from Grandison saying that the scheduled speaker David Magier from Princeton University could not make it. Thaler has contacted and booked Allison Gilbert to speak on the topic "Balancing Work with the Rest of Your Life."

Youth Services:

- Z.M. Baird inquired whether WLA should do programming that picks up the vacuum left by the WLS firings. We need to get a commitment from WLS to fund such activities. Thaler asked Baird and Paulsen to write descriptions for the planned activities detailing the requested funds before she

approaches Terry Kirchner of WLS. Possible activities are “Fall into Books” (discussing summer reads), a Performers Showcase, and a Publishers Showcase.

- Z.M. Baird further announced that she will step down as Co-Chair in July of this year.
- Keating mentioned workshops sponsored by Yonkers School District open to outsiders.
- The Mid-Hudson Library System also sponsors interesting workshops.

Public Relations Committee:

- Thaler reported for McMahon who was excused. McMahon has produced a Conference flyer, as well as a working copy of the conference program. She also reported that Reznick has sent out a Newsletter via Constant Contact.
- In his report McMahon suggests we check out **wlany.info**. This could be a good portal to complement the official website.
- Regarding giveaways or raffle prizes, McMahon alerts us to the Green Mountain Coffee Roasters one-time-per year deal with non-profit organizations involving either 500 small coffee bags or a Keurig brewer.

Web Administration Committee:

- Tim Baird urged Board members to feed content for the WLA home page. Baird stressed that he will do the postings but will not provide the content.
- De Luca announced that a White Plains colleague of hers, Ryan Jackson, is interesting and willing to “spruce up” the WLA home page. He would work with Baird a couple of times a year to enhance the home page. Board members asked DeLuca to inquire what fee he would charge for this.
- DeLuca suggested we expand the website and add a list of Conference vendors. We could also post the photos and bios of the Washington Irving book award winners, as well as links to reviews of their books. We could offer sponsors a spot on our homepage for a certain period of time, as well.

Legislation Committee:

- Thaler reported for Glauber who was excused. Glauber had forwarded a WLS report by Elise Burke from Library Advocacy Day, March 1, 2011. WLS and WLA partnered with the Mid-Hudson and Ramapo-Catskill Library Systems and sent 3 buses with over 140 people to Albany. Representing Westchester was a total of 33 people representing 23 libraries. They visited 13 offices of the legislators representing Westchester.

Washington Irving Committee:

- DeLuca showed a flyer announcing the 17 Washington Irving Book Award winners.
- Stickers are being printed and will be distributed with a list of authors to libraries.
- DeLuca has approached Pepsico for sponsorship. We may get flash drives with the Pepsico logo.
- We are not paying the winning authors, only storyteller Jonathan Kruk.
- DeLuca asked the Board to reduce the fee for the public to attend the program. We are currently charging \$10. But Board members disagreed and wanted to keep the \$10 charge.

Annual Conference:

Keynote Speaker:

- Seth Godin will be keynote speaker. He is also a Washington Irving Book award winner. Instead of an honorarium he requires that WLA purchase 104 copies of his latest book, *Poke the Box*.

Giveaways:

- Since WLA has to purchase 104 copies of keynote speaker Godin's book, *Poke the Box*, WLA will purchase more copies and turn the book into the Conference giveaway. All paid Conference participants, except for morning conference goers and those attending the Washington Irving Award program, will get a copy of the book.

Attendance Certificates:

- Thaler will check if Conference attendants can get credit for attending the workshops and if WLA can issue certificates for them.

Workshops:

"Leveraging Library Services Using QR Codes" – Benjamin Turner & Charles Livermore

"Up to the Challenge: Libraries Successfully Serving Job Seekers" – Rebecca Mazin

"Bite Sized Marketing" – Nancy Dowd

"Post-Virtual Reference Strategies for Sustainability" – Alexa Pearce

"Balancing Work with the Rest of Your Life" – Allison Gilbert

"Survive and Thrive as a Youth Services Librarian" - Christina

"The Pleasures & Pitfalls of Book Discussions" – Barbara Wenglin

Vendors:

- Katz inquired if we can charge academic institutions less than commercial vendors. The Board agreed on \$100 instead of the regular fee of \$250.

2011-2012 Slate of Officers:

- Thaler reported that Daniel Glauber is agreeable to running for Vice President/President Elect.
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Miscellaneous Items:

- Cutul reported that she had received a letter from Patrick Raftery, librarian at the Westchester County Historical Society. He announced that the transfer of the WLA records from the Westchester Archives to the Historical Society has been completed.

The meeting adjourned at 12 Noon.

Respectfully submitted by Ann-Marie Cutul

Upcoming Meeting:

Thursday, April 14, 2011

Place: Chappaqua Library (in the gallery)

Time: 9:30 – 11:30 A.M. since the Book & Author Luncheon is on the same day.