

WESTCHESTER LIBRARY ASSOCIATION
Minutes of the Board of Directors Meeting
Thursday, December 14, 2017
Ossining Public Library

Present:

Liz Anastasi, Giovanna Fiorino-Iannace, Eleanor Friedman, Alex Gaete, Daniel Glauber, Bonnie Katz, Terry Kirchner, Diana Lennon, Kathy Palovick, Elaine Provenzano, Sharon Rothman, John Torres, James Trapasso

Excused:

Zahra M. Baird, Gina Bell, Pam Berger, Christa DeFaber, Kathryn Feeley, Maxine Grandison, Martha Iwan, Joseph Mannozi, Mallory Marinaro, Sara Rodgers, Daniel Sabol, Linda Surovich

The meeting was called to order at 10:06 am. Sharon Rothman made a motion to accept the minutes of the last meeting on November 2, 2017 as read; Liz Anastasi seconded. The motion was passed, and the minutes were unanimously approved.

President's Report:

- James opened the meeting and updated the board on the progress with the Mid-Winter Conference. There is no fee for guest speaker Jeremy Johannesen. The only cost is \$150 to cover his hotel accommodations in Peekskill.
- There is a need to bring in more money to do more things. Eleanor agreed to help get new items containing the revised WLA logo, such as tablecloths and banners.
- Elaine inquired about having swag with the new logo available at the Professional Development (PD) events, such as pens, totes, magnets, etc. These items can be purchased in bulk with the new logo.
- Mallory will be going on maternity leave soon and a new secretary needs to be selected via email.

Treasurer's Report:

- Sharon mentioned payment for Professional Development speakers over the course of four programs was meant to cost little, but that has not been the case. Sharon suggested attendees be asked to pay a fee. James agreed as WLA needs to bring in more money and increase membership.
- Presenters need to complete an agreement form that indicates the agreed upon fee to avoid being overbilled. Elaine noted the PD workshops involve no costs but still need to be approved by the Board.
- Dan inquired about payment to presenters for travel fees. Elaine responded that it needs to be decided whether WLA will cover travel expenses. Bonnie indicated how important it is to negotiate any fees up front with the presenter.
- Diana reminded everyone that any payment to a presenter must be approved by the head of the committee coordinating the program. Liz agreed a vote is required if a cost is involved, and Sharon confirmed checks are written only if the fee is approved. With the PD committee such votes are taken via email.
- Diana was surprised event payments were established without approval. James suggested they read the by-lines. Sharon noted any expense generated by a committee must be approved by the committee and the board. Liz approved this motion, and Diana seconded it.
- Dan mentioned there were never such procedures for other committees. Elaine commented this changed when PD started having programs. In the past only award winners were granted

payment. James has noticed that one amount gets approved and then the receipts are higher than originally approved.

- Sharon noted she cannot reconcile receipts. The printing of seals is from a separate account. \$300 was received from WLA for the winner's lunch plus the reception, which is over budget, whereas the printing expenses are under budget.

Mid-Winter Conference:

- James will consider Peekskill hotel accommodations for the guest speaker as the speaker is planning to arrive the night before the conference.
- Last year's bill for breakfast was too high. Sharon confirmed the cost was \$650. Terry suggested we talk with a local delicatessen for a better price or try Stop & Shop in Croton. The banner needs to be put up. Sharon has the raffles. Dan noted there have been two responses for the conference thus far.
- Liz inquired if the PD will be ready to announce the next program. Elaine indicated the committee would be able to prepare a flyer for "Managing Your Library Career."
- James noted library directors were sent an email about the conference to share with staff.
- Alex inquired about the WLA Facebook password.
- James asked about the raffle status. Diana explained a 50/50 is in place and Sharon noted WLA gave away a free membership as well. Liz noted the previous year the Annual Conference fee was raffled. John and James have the raffle tickets.
- Elaine will handle the sale of raffles with Diana -- \$1 each or 6 for \$5. There will be 2 raffles from which to select -- Membership/Annual Conference Fee and a 50/50. Alex will make a sign for the raffles.
- The fee for the Mid-Winter Conference is \$5 for members and \$10 for non-members.
- James mentioned Eleanor will order table cloths and other necessities.
- 8 am is the startup time for committee members
- Elaine and Giovanna volunteered to prepare handouts and folders with the new WLA logo.

Annual Conference:

- Sharon sees a rise in expenses for the Annual Conference in May which can be solved by increasing membership fees and charging more for programs. The other option is to decrease the number of WLA programs offered. Rockland County is paying \$5,000 towards the presenter costs but not the rental fees. Bonnie inquired what if the keynote speaker costs nothing. Liz responded that anything over \$5,000 is covered by WLA, as per the contract. Bonnie quoted the cost could be anywhere from \$8,000 to \$12,000.
- Terry noted CT is also having its conference around the same time as WLA's.
- As recorded by Liz, in 2016, the total cost of the conference at Doubletree was \$12,547.12, including the venue and food but excluding the presenter. The total was \$13,000 plus travel fees.
- John noted the high cost of tech last year. Diana and Liz mentioned the technology/equipment was included in the price unless additional equipment was requested. Doral is including the tech costs up to a certain amount.
- Sharon mentioned vendors wanted access to Wi-Fi and Tarrytown charged extra for it.
- Liz listed what is included by the venue/DA – lunch, continuous refreshments, conference room set-up, one complimentary breakout room, one projector, one screen, one easel, one flip chart with four markers, masking tape, use of the sports center, parking, gratuities and one of each type of equipment. James will inquire with Maria if the list of equipment needs to be amended.
- The Annual Conference Committee currently consists of Liz, Bonnie, Giovanna and Elaine.

- James noted Conference co-chairs can be skipped if not mandated.
- Diana suggested a separate meeting to decide on a theme for the conference.
- Bonnie mentioned Sara is still traveling but plans to attend the next meeting.
- Neil Gaiman is unavailable; John Torres, a CFO of the OPL Initiative in Greenwich is a dynamic speaker. James, Liz and Mallory think he would be a good speaker.
- The theme for the conference was discussed. James likes the continuing theme from Mid-Winter. Bonnie suggested a concentration on the mission of libraries now and noted that people want content. Both Adriana Trigiani and Pamela Paul went well. Libraries provide many untraditional services these days, such as Narcan training.
- John confirmed the CT conference is taking place the week before WLA's for two days and has 4 keynote speakers. Bonnie mentioned Long Island has its conference the week before WLA's.
- Sharon suggested we document why people attended the conference. Liz noted unless there is a huge draw, WLA will have the same attendance. New people are needed, but also want retention of current membership. Diana agreed that content is critical and emphasized the committee needs to make certain speakers embrace the mission of libraries.
- The interface for the conference is Forever App. James will check annual fees and email everyone with an update.

Professional Development Committee:

- The Professional Development Committee met prior to the Board meeting (12/14) and have ideas for several programs in 2018, including a panel on “Marketing via Social Media: Best Practices with LinkedIn” (Enrichment); Managing Your Library Career with Elaine Sazzi at WEBS located in White Plains (Mentoring); Working with Different Personalities/WEDC (Enrichment); and Harassment in the Workplace (Personal Growth).
- Terry suggested emailing listserv for people interested in marketing.
- A late afternoon program time is recommended to allow school librarians an opportunity to attend. A proposed date for the LinkedIn program is March 15 at 4 pm.

Legislation Committee:

- No report

Academic and Special Libraries Committee:

- No report. Chair from Mount Kisco.

Youth Services Committee:

- No report

Public Relations Committee:

- Elaine noted that in addition to collating the statistics, Alex also has been creating all the flyers for programs.
- Sharon will call Elaine for a checklist of contacts to promote the upcoming PD programs.
- CEs are distributed after programs.
- Diana suggested the pictures on the WLA website be updated with ones taken at the Mid-Winter Conference. She and Elaine have some other images from recent programs that they can forward. Elaine suggested we urge people to take photos at events and showcase images on a carousel. Liz mentioned Suzie oversees taking images. Giovanna suggested creating a Shutterfly account to centrally locate a repository of images. Dan can create it. Alex also mentioned the new logo in the new color needs to be featured on the website.

New Business:

- Aly discussed the possibility of restarting an Away from the Desk Committee for meet-ups in non-library settings. Past non-library settings included bowling and ping pong. Sharon suggested meeting at Spoken Interlude in Hasting-on-Hudson or a trip to the Hudson River Museum.
- Survey Monkey can be used to get feedback and additional ideas for WLA events. Swag can be an incentive to get members to complete surveys.

Old Business

- Sharon inquired if the past award winner received a check in her name or that of the library Diana noted WLA pays the winner directly who can then reimburse their library and Sharon concurred
- On December 7 James emailed everyone the new app information
- Aly noted the app is cost-prohibitive and unnecessary for a short conference. Sharon concurred explaining WLA does not have as many speakers and vendors as NYLA. The idea of an app can be revisited in the future.
- Liz may know someone who can create an inexpensive app
- WLA needs to remind members to renew membership

A motion to adjourn was made by James Trapasso at 11:26 am; Diana Lennon seconded, and the meeting was adjourned.

Respectfully Submitted,

Giovanna Fiorino-Iannace

Upcoming Meetings:

January 17: Mid-Winter Conference, Ossining Public Library

February 8: WLS

March 8: Greenburgh

April 12: Mount Kisco

May 4: Annual Conference, Doral Arrowwood

June: Lunch Meeting (Date and Location TBD)