

Minutes of the DC/SLA Board Meeting
Thursday, April 1, 2010
Final Version

Attendees

Executive Board

James King, President (W)
Mary Talley-Garcia, First Vice President / President Elect (W)
Lorraine Bell, Second Vice President (W)
Hannah Sommers, Incoming Treasurer (W)
Martha Reifschneider, Assistant Treasurer (W)
Lois Ireland, Director (2010-2011) (W)
Dave Hemingway, Director (2010-2012) (W)
Eileen Deegan, Recording Secretary (W)

Committees and Programs

Victor Monti, International Relations Committee – Chair (W)
Lorette Weldon, Web Committee – Chair (W)

Call to Order

The April 1, 2010 meeting was held via WebEx (noted above with “W”). Three Board members, Lorraine Bell, Hannah Sommers, and Eileen Deegan, attended via the Dow Jones office’s WebEx connection. James King called the meeting to order at 6:00 p.m.

Mary Talley-Garcia moved to adopt the agenda. Martha Reifschneider seconded. Motion approved

Martha Reifschneider moved to adopt the draft March meeting minutes. Mary Talley-Garcia seconded. Motion approved.

James noted that because Dave Hemingway had to leave the meeting early, Dave would give his report before James’ President’s report.

Dave Hemingway, Membership Director: Dave reported that the Member Relations Committee has approved and signed a contract to hold the New Members Reception at Elizabeth’s on L on May 25th. He will work with Mary Talley-Garcia on determining the members’ registration fee, and the program.

The Committee received a list of prospective members obtained during a recent event. They plan to contact these prospects via a letter of introduction to DC/SLA, noting the benefits of membership. They have also drafted a letter for members whose membership is expiring in the coming month. Dave said he is working with SLA’s Membership Director, Paul Diaz, to fix the export of the latter reports. He said he is now receiving a monthly report on new members, and noted that the Membership Chair Wiki, which

supplies basic numbers, is up and running. The Committee has also drafted a welcome letter for DC/SLA's new members. Committee Member James Madigan is working with *Chapter Notes* Editor Chris Vestal to produce a column on member benefits.

As of March 10th the DC/SLA member count was 977, which is down from the February 10th count of 1037. This decrease, he said, is in line with what other SLA Chapters are experiencing. DC/SLA's preliminary, official membership count on December 31st was 1035, which means that DC/SLA should receive an allotment of \$14,904.

President's Report

James King, President: James projected his March 13th e-mail in which he introduced the new 2010 Volunteer Coordinator, Deena Adelman, who is charged with figuring out how to promote volunteerism. He said he is glad she stepped up and is willing to help.

James noted that Diane Schnurpusch has become Chair of the Awards Committee, due to the resignation of Susan Fournier. Diane has sent the listserv announcement inviting applications for the Chapter's 2010 Conference Stipend Award. Although the deadline for applications is April 30th, SLA will honor the early-bird registration rate for this award. James gave kudos to Diane for moving the application process ahead. He also noted that, as Chair of the 2010 Nominations Committee, Diane has started organizing the officers' nominations' process.

James addressed the status of the 2011 Leadership Summit hosted by DC/SLA. Mary said she will be contacting the most recent host, the St. Louis Chapter, and will work on a budget. Some DC/SLA members have stepped up to serve on the DC/SLA Leadership Summit Committee, and one has agreed to lead it if no one else volunteers to chair the Committee. It was noted that a DC/SLA Past-Chair, Dave Shumaker, who served as local host coordinator the last time DC/SLA hosted the Summit, may be able to lend advice. Mary observed that she should be able to recruit assistance from her Program Planning and Hospitality Committees' Members. In addition, in constructing the 2011 Summit Wiki, it is likely that we can reuse some information from our 2009 Conference Wiki.

In conjunction with the Summit and Chapter fundraising, James discussed setting up a site on Café Press to sell DC/SLA shirts and merchandise. He noted that SLA has a marketplace that sells mostly books and reports. The DC/SLA Café Press site could possibly sell shirts with a 2011 Leadership Summit logo, and a specially designed DC/SLA logo. Customers would purchase these items directly from Café Press, and they would be mailed directly to them.

Dave and Lorraine Bell said they like the "drop ship" idea, and that to be successful, our site would need to be heavily promoted via such channels as our Local Host Wiki, and at a Summit storefront with samples. Mary observed that we need to give members a reason to purchase this for the Summit, such as a "wear your shirt night" in which those

wearing the shirt are eligible for a drawing. The shirt also could be provided to Summit volunteers so they are identifiable. James said he will continue to explore this.

Officers' Reports

Mary Talley-Garcia, First Vice President/President Elect: Mary reported that the March 23rd Reverse Mentoring Happy Hour had no costs as the sponsor paid for everything. Regarding program planning, she said she lacks Committee volunteers to take photos for each program. Likewise, she would like volunteers to create podcasts of the Library Leaders and similar programs. She noted that the Career Disruption Portal was taken down from the Chapter's website, and asked whether we need it.

Lorraine Bell, Second Vice President: Lorraine reported that she is continuing her work to update the Chapter Manual. Following up on last month's discussion about the Twinning Project's listing, she spoke to Eileen Rourke, Victor Monti, and Barbie Keiser. They agree that the Twinning Project is dormant, and should be taken out of the Manual. James recommended that Lorette move the Twinning Project's links to the website's archive. In turn, Lorraine is expanding the Manual's information about the International Relations Committee.

Other Manual areas she is revising are the nominations / elections schedule, and election-results notification procedure, and the use of Survey Monkey. She has sent James a timeline of events file that, as President, he needs to revise. She sent Martha a file about the Treasurer's position that needs updating. Lorraine said she will continue to go through the Manual, making various corrections herself, or asking others for assistance when needed.

Martha Reifschneider, Assistant Treasurer / Hannah Sommers, Incoming Treasurer: Martha reported that now that Gulnar has stepped down, Hannah is handling all the PayPal tasks. Martha has placed deposits for the New Members Reception and the Annual Banquet Cruise. She noted that our Chapter's budget is doing fine in this year's first quarter. In addition, she said the three financial reports she prepared for this Board meeting do not include the financial performance of the Chapter's reserves in the SLA Pooled Fund, as the statement for the first quarter of 2010 has not been made available from SLA.

She said she received a \$400 sponsorship check from Trak, and asked which DC/SLA meeting this is for. Lois Ireland replied that it's for a September program on marketing yourself.

Hannah Sommers noted that she appreciates the generous training for the Treasurer's position that she has received.

James asked about the status of implementing the budget summary statement for Chapter membership. The proposal is to create a quarterly, PDF summary document, rather than issuing the single, end-of-year summary. It was asked if such a document should be

available to everyone via the website, or to members only via a new section on the wiki, created by Kimberly Ferguson.

Lorraine Bell moved that the Board make available, on a quarterly basis, the DC/SLA Treasurer's report, and post it on the Chapter Wiki for DC/SLA members. Mary Talley seconded. Motion approved.

James King for Alison Raab-Labonte, Communications Secretary: James reported on new developments and on-going projects of the Communications and Marketing Committee (which Alison chairs). The Committee has added a DC/SLA Twitter account that had 52 followers at the end of March. The Committee is working to have more timely updates to the DC/SLA News Blog, which loads to the Chapter's Website via a widget. Another new element of the Website is a PayPal section. The Committee is seeking a volunteer to serve as our PayPal point person. Volunteers are also needed to set up Chapter Linked In and Flickr accounts. It was noted that a Flickr account could be particularly helpful to *Chapter Notes* Editor Chris Vestal, as he could tap into this for newsletter photos.

The Committee is also focusing on unifying messages and ensuring content is up-to-date on our social networking sites. One way of accomplishing this would be to establish a News Blog to Twitter link, by which Blog posts immediately post on the Twitter feed, without manual updating. Another way to accomplish this would be to establish a Twitter to Facebook link, by which Twitter posts immediately show up as Facebook statuses, without manual updating. The Chapter's News Blog's proposed policies and procedures will be looked at during a future meeting.

Lois Ireland, Fundraising Director: Lois reported that her Vendor Relations Committee is contacting vendors to share the Chapter's new partnership levels, as well as the list of planned programs -- for vendors who may need to limit their support for budgetary issues. She noted that two Committee Members have resigned.

To follow up on the Scholarship Committee's March report that InfoCurrent has declined to sponsor their DC/SLA scholarship in 2010, InfoCurrent VP Diane Goldstein was contacted. Ms. Goldstein confirmed that InfoCurrent plans to spread its sponsorship money to multiple Chapters and is seeking sponsorship opportunities that impact more than one DC/SLA Member. Instead of funding the scholarship, InfoCurrent has committed \$500 to co-sponsor the May 5th, Cinco de Mayo alternative careers event. Lois noted that the Committee is looking for a second vendor to co-sponsor the Cinco de Mayo event.

She said that the Committee received a \$1,000 commitment from IEEE towards sponsoring the Annual Banquet. The Committee is discussing sponsorship details with Thomson Reuters and Dow Jones, and has also secured sponsors for the Library Leaders Series.

Speaking on behalf of Dow Jones, Lorraine offered funding for both the New Members Reception and the Annual Banquet. Martha said that it is okay if vendors' sponsorship payments are received after the events, but that we still need to send the invoices to the vendors as early as possible. Mary thanked Lois and her Committee for their extensive work

Committee/Group Reports

Lorette Weldon, Web Committee Chair / Webmaster: Lorette emphasized that the DC/SLA Committee Pages will not be added to our Website's Committee Main Page until members from those committees send their updates to the Webmaster. She reported that the March Website analytics indicate that there were 271 visits and that 619 pages were viewed. She directed us to the more detailed analytics data in her April 1 Webmaster's Report posted on the DC/SLA Wiki.

Mary asked whether the "Career Disruption Assistance Program" Webpage had been taken off of our Website. It was noted that this Webpage had not been updated for a considerable time. Lorette said she could resurrect it.

Victor Monti, International Relations Chair: Victor asked what the Chapter's policy is regarding charging a registration fee to the spouse of a program's speaker. He said the costs for this event are low and members will be charged \$15 to register. The Board Members' consensus was that this fee could be waived for the spouse.

Victor recapped the main details of the annual International Special Librarians Day program taking place on April 29th at the Kiplingers building. It will feature three librarians whose work has an international focus – Nadia Pazolis-Gabriel, Barbara Conaty, and Mohamed Eliwa.

Old Business

No old business was discussed.

New Business

No new business was discussed.

James reminded us that the next Board meeting on May 6th will also be held via WebEx.

Adjournment

Martha Reifschneider moved to adjourn the meeting. Lorraine Bell seconded. Motion approved.

Meeting adjourned at 7: 30 p.m.

Minutes Submitted by Eileen Deegan, Recording Secretary