

DC/SLA Board Meeting Minutes
November 3, 2011

Attendees:

Executive Board

Mary Talley
Lois Ireland
Gretchen Sauvey
Hannah Miller
Hannah Sommers
Victor Monte*
James King*
Chris Vestal*
Dave Hemingway-Turner*

Committee Chairs and Others

Jenny Wood*
Sharon Lenius*
Rick Davis

*Attended via web conference and phone.

The meeting was called to order at 6:00pm by Mary Talley.

Lois Ireland moved to approve the agenda. Hannah Sommers seconded. Motion approved.

No prior meeting minutes were approved, both October and November minutes will be approved via e-mail.

Mary Talley – President’s Report

This is her last meeting to run before the transition to Lois Ireland, and we will talk about that process. We’ve accomplished a lot this year, so thanks to board and committee members. The SLA awards nominations were submitted by the awards committee, we are going to vote on that in an executive session after the meeting. The election results are out, but just to get it formally on the record, Marie Kaddell is our president-elect and Jenny Wood is our new director.

Job Descriptions: We need to approve one new position and the job descriptions for a couple of other positions. All descriptions were sent in advance to the board.

James King moved to create the Technology and Innovation Director as a new board position, Hannah Sommers seconded. Motion unanimously approved.

Webmaster: The description was edited to make clear that the person would be responsible for multiple DC/SLA websites, both now and in the future. The nominations committee would be tasked with vetting candidate for the needed qualifications. Requirements were added for the person to have knowledge of Wordpress or another CMS, as well as writing and editing for the web, designing and building websites, and knowledge of CSS. It is notes that the web committee can serve as a development opportunity for people wanting to gain experience, but that the Webmaster position needs to have a certain level of experience both to make sure that we offer the best service and to make sure that they don't struggle with the responsibilities.

Lois Ireland moved to approve the new description for the Webmaster position, Chris Vestal seconded. Motion unanimously approved.

Communications Secretary: The general task for this position will be taking a look at who the chapter wants to communicate with and strategizing the best way to do that using our available resources. They will coordinate our message and how it's getting out, which channels are appropriate for which audiences. The description was edited to add qualifications of editing skills in addition to writing, and to add a point about maintaining a strategic communications plan for the chapter.

Gretchen Sauvey moved to approve the new description for the Communications Secretary position, Victor Monte seconded. Motion unanimously approved.

Officer Reports:

James King – Immediate Past President

James has put out a call to the people on the web committee to find out if they will continue to serve and he has four who have said yes to various levels of commitment. He needs to follow up with leads from the open house and Sign-up Genius about those people's interest and skills. There are still several things to do with the old web site to complete the migration, he hopes to get it done this year, and also hopes the web team can help with that. The new site is growing, and he's very pleased with the progress.

Lois Ireland – First Vice President

Lois thanks Mary Talley for her efforts and contributions; this year has been great thanks to her leadership. The outgoing and incoming board members and chairs need to start talking to each other about transitions and passing information. Lois is looking at January 14 as the date for a board retreat, and will send more information about that out to the board.

Everyone should come to the annual meeting on December 8, which will be a short meeting with a reception to follow with good food. The Open House went really well, we've heard a lot of wonderful comments from it. 77 people attended, and there was lots of energy. The networking bingo game was great, Lois is trying to think of another mixer for the annual meeting and is taking suggestions for that.

Lea Wade – Second Vice President (Presented by Mary Talley)

They will be having an employment portal meeting next week. They have a lot of content and will be talking about building the web site. Victor Monte points out that we need to make sure there's a connection between the Members in Transition Group and Employment Portal

Hannah Sommers - Treasurer

We're about \$1500 in the black after we contributed to money back to SLA for the membership survey so we're in a good position to finish out the year.

Chris Vestal – Communications Secretary

The Communications Committee is brainstorming a strategic communications plan for the chapter: who we want to communicate with and what we want to say. Lisa Pogue is creating a wiki for them to edit it, and they hope to have something to present in January.

DC/SLA Radio should have three more episodes up in the next week, including a library leaders interview with Blaine Dessey which was very long and will be edited into 10-15 minute segments. Some of it might also be transcribed as blog posts.

The most recent Chapter Notes is posted now, and will be announced tomorrow. Lisa Pogue is collecting artwork from chapter sponsors for their ads. They would like more information from the committees about their plans, especially if they have things they want to advertise.

For the Future Ready blog we had more than a week's worth of posts from chapter members – 8 posts which tied for the most at one time from a single group. We also got feedback from people who posted earlier, separately from our week, that they'd like to be highlighted, so in December Chris will go through and highlight everyone from DC/SLA in one blog post.

Dave Hemingway-Turner – Fundraising Director

Dave is working with vendors on annual banquet now, but has not a lot of luck, because to be frank there's a little bit of a bad taste from last year and they've cited the low attendance. The banquet costs will be around \$6,000 and we're at \$3,250 of sponsorships right now. Dave is waiting for a call back from the marketing person at Leadership Directories. Vendors are receptive to the idea of having a table, but some are adamant about also having time to talk, so that needs to be settled before next year. We need to create some kind of document to clearly outline which benefits come from which sponsorship levels and stick with that. Lois Ireland proposes that vendor sponsors could introduce the speakers or the award winners as a way to incorporate them into the meeting and let them get their name out as an acknowledgement of their presence and support.

Year to date we've had \$9,800 in sponsorships so far, but a lot of our typical sponsors haven't been giving this year, possibly because of the economy. According to Mary Talley we're at about 25% vendor support for our original budget, which is good given the economy and definitely better than other chapters. The levels may need to be re-examined for next year in light of financial issues, and we need to document benefits a little better.

Dave proposed a survey of our 5-10 regular sponsors to ask them what they really want, which would help with creating the tiers of sponsorship. He notes that they've done really well with updating the contact information for sponsors to make this possible and he'll pass all the information along to Victor.

Victor Monte – Membership Director

We have 850 members, which is the high point of the year so far.

At the open house there were about 14 new members, though it's still hard to count them. They were definitely engaged, and many people made it a point to talk to the new members so they got a good understanding of the chapter's people and activities.

The Members in Transition group will meet Nov. 7 from 6-8pm at the Trak Records Office, where Aileen Marshall will talk about being a contract librarian. They are working on having Michelle Masias as a speaker but she has to have the lawyers look at her presentation, which will be December 6 if it works out. The discussions so far have been really good, with everyone sharing concerns and information. It's been a rotating group of about 10-12 people each time, including several who haven't come to things before. NPR has also offered their space, and Laura Soto-Barra has a speaker she'd like to bring in about recruiting people on LinkedIn.

Committee Reports

Hannah Miller – International Relations Committee

They have about 8 participating members on the committee, and have held 3 events this year, with 53 attendees, including 46 paid attendees. They had no sponsors, but did get several hosts for the events, with several very interesting speakers. The October event was not as well attended as they would have liked, but it was a busy month for a lot of people.

Cheri Widowski – Metrics/Students and New Professionals (Presented by Mary Talley)

Cheri has agreed to do the metrics again, with the help of a volunteer recruited at the Open House. There were 560 attendees at events as of November 1, including 302 unique people. 92 of them were non-members so we need to try to tackle that. Event espresso has been really helpful for tracking the metrics. The Students and New Professionals Group had 9 happy hours with a total of 107 attendees, plus 14 people at a dine-around.

Sharon Lenius – Military Librarians Group

Sign up for the disaster planning event is very light at the moment, so we need to send a few more reminders. We can use the feature box on the web page to highlight the event and draw attention to it.

Rick Davis – Dine Arounds

It has been very difficult to find people to host them this fall, people wanted to attend but no one wanted to host. In the spring the committee chairs and SLA leaders were very receptive to hosting but Rick got no response from that group this time around. There was discussion of possibly holding them in January or February after the holidays, but this

might be too close to the spring ones, so we will think about a winter/summer schedule instead of spring/fall.

Other Business

Deena Adelman stepping down as the volunteer coordinator, Julia Leggett will be taking on that role.

There is no next meeting this year, just the annual meeting on December 8th. Lois will schedule the first meeting next year.

Lois Ireland moved to adjourn the meeting. Victor Monti seconded. Motion approved.

Meeting adjourned at 7:29 p.m.

Executive Session (Board Members Only)**Nominations for SLA Awards**

The DC/SLA Board went into an executive session to review the Awards Committee's proposed nominees for SLA awards. Mary Talley presented the list of nominees from the chapter to be submitted to SLA.

Victor Monte moved that the Awards Committee's slate of nominees be accepted. Gretchen Sauvey seconded. Motion approved.