

## **SLA Toronto Chapter Executive Committee Meeting May 11, 2004**

1. **Minutes** – approved with the following changes.
  - 3b – Conference Budget will include the cost of one gift basket  
Approved by Kolette. Seconded by Daniel
2. **Agenda** – approved by Laura. Seconded by Lindsay

### **3. President's Report**

A – **Current projects** – Gayle has drafted a list of current projects undertaken in the current executive year. See attachment A. The President's annual report has been completed for this year.

B – **Conference Update** – Kolette will co-chair with Mary. A draft budget was approved. The budget allots for

- \$500 photocopying
- \$200 signs
- \$1500 pins
- \$275US registration for participation
- \$250 Courier to Nashville and Tampa
- \$75 gift basket for Nashville booth

In addition, the Chapter is looking at \$3000 for a possible conference-wide event. More information on this will be required before funding approval is granted. Budget approval will not be granted until the 2005 budget year.

Kolette had lunch with Mary on May 10, 2004. Kolette is going to follow up on getting pins for the chapter to distribute at the June 2004 conference. Estimated cost will be \$1500. It is essential that the Chapter start marketing the conference early as individuals will start planning their professional development opportunities in the near future for the coming year.

The executive discussed having a scavenger hunt/answer questions about Toronto as a means of winning the gift basket the Chapter is using as a promotional initiative (rather than just submitting business cards) - something that gets people curious and interested in coming to Toronto.

There has been some confusion as to setting up the booth and the scheduling of volunteers at the 2004 conference. Will this be Sandra Keys?? This needs to be clarified

Gayle will be providing Mary with the exhibit information. Gayle will ask SLA HQ for those Toronto Chapter members that have already registered for the conference in order that we can ask them to volunteer a bit of time manning the booth. In addition, an email will also be sent out to the membership via the discussion list.

The chapter needs to have a conference call occurred with SLA HQ concerning the budget and the Canadian reception. It is anticipated that there will be 7000 people at the 2005 Conference in Toronto.

A sign for the booth (booth 8 x 10) will be foam core mounted. Mary looking into whether HQ provides the banner for the booth announcing Toronto as the location for the 2005 conference. Gayle has sent the graphics to the designer. The Chapter has budgeted for two

signs – one specific to the conference and one for the Toronto Chapter to use on an ongoing basis. Gayle will send the pdf to the Executive once completed.

The Executive thought it would be good to have material on Toronto available for the conference – whether this be a binder of relevant information, Toronto Tourism information, map of downtown core, Toronto books, etc.

Pat Brasch editing articles for Information Outlook on the 2005 Conference as long as the format of this publication does not change from newsletter to academic journal.

The Executive was in agreement that the web site needs to be up for June 2004 – prior to the conference. A volunteer has been found to maintain this site over the coming year. A team of volunteers is needed with regards to marketing/PR, in order to keep on top of the opportunities to market the conference and Toronto. Key contacts need to be posted. Content needs to be updated.

C – **Practice Documents** – draft practice documents made available by HQ need to be forwarded to all direct reports. It was generally felt that it would be easier to customize these draft documents than to create from scratch. HQ did not have a draft document for the director's position. These are to be completed before the end of the summer.

#### 4. Director

A – **Web site plan** – there was discussion about making certain sections of the web site members only. Some were in favour, others not. It was agreed that the web site would be reorganized into the categories suggested within the web audit document (with some naming changes to take place). Tracking of usage in these new sections would be measured over the 2004 – 05 year. The reorganization of the site will facilitate a members-only area at a later date and usage tracking will assist in deciding what if any sections should be members-only.

The web audit document was approved with the following amendments.

- The Executive also agreed to discard the calendar feature. This required too much administration and constant monitoring of what other associations were doing.
- Appendix 1 – Proposed site structure. Chapter should be "About Us", The Courier should be "Newsletter", and Sponsors should be "partners". There should be a What's new section, a heading for Membership/Join Now, Careers and Conference.
- There should be a blurb on the web site's main page that describes the Toronto Chapter.

Daniel will call Brian Wiseman (SLA HQ) to find out if there is a standing committee for technology within SLA in Washington.

B – **Discussion list policy** – The Executive agreed to amend the discussion list policy under "What should I post?" to the following

In May 2004, our policy was modified to permit press releases from vendors who are SLA Toronto partners to help subscribers stay up-to-date about new products. Partners are asked to keep the notice brief – just an excerpt with a link or other contact point for more information, and to space them judiciously so that members won't feel bombarded.

C – Jane Dysart called Daniel re: **OLA session** ideas. He will forward these pending the Executive's decision concerning SLA's participation in the OLA SuperConference.

#### 5. President Elect

A – **Communities of Practice** – Laura had identified a potential moderator, however, the candidate accepted another volunteer position. The search for a Communities of Practice moderator continues.

B – **Volunteers for next year** – most members interested in volunteering in the chapter (as indicated in our membership survey) were interested in government relations. Laura is going to send a list of open positions to the listserv. These include vendor relations, programming, membership survey, communities of practice moderator and book club facilitator. Concerning the book club – Laura will call Rebecca Jones for facilitator ideas.

C – Location for **next year's executive meetings** – Laura is looking for new locations for next years meetings. Kolette volunteered their facilities from June to October.

## 6. Treasurer

A – **Royal Trust** – Helle drafted a letter to transfer the account from Laura Knapp to Helle Arro. She received all required signatures at the meeting to move this forward.

## 7. Past President

A – **Awards** – Dialog student stipend extended until the middle of the month. If no one comes forward will forget for this year. The Chapter needs to increase awareness of these awards to students. Kolette will send Gayle a list of sites that list awards available. With regards to this award, the Chapter needs to send email about this award during the first week in January, not March/April as the student's term is coming to an end. Advertisements could even come out in December. In addition, the Executive agreed to change the terms of the stipend so that any student (regardless of what year) could apply. As it stands now, only first year students can apply as the stipend reads that they need to volunteer on their Student SLA association. The Executive agreed to change this so that the stipend reads that the student needs to volunteer with SLA in some capacity in the coming year.

University of Toronto's registrars office has not yet released the name of their award winner. Kolette will call in a couple of days. Seneca's student winner is Walter Schmanda. Kolette has already contacted him and he will be attending. Daniel notified Britta of her award and she's excited.

SARC – nothing on leadership list as of May 11<sup>th</sup>. Kolette will call Diana Gonzalez

## 8. Other Business

A- **Communities of practice** – Helle noted that the Ontario Government has a best practices/how to use document on this tool. She will forward to Laura.

Next meeting will be July 7<sup>th</sup>.

**Attachment A**  
**Current projects – SLA Toronto Chapter 2003-04**

Treasurer

- Brought in Paypal
- Refund policy and pay in advance model
- Include 3 years of budget forecast and actual at budget approval time

Projects

- Survey – need volunteer – best done in August/September
- Salary survey purchase for members
- Complete practice documents
- Revise sponsorship letters

Partnerships

- Partnership with Info Highways – silver sponsorship for advertising opportunities (don't send them member list – send member list direct to broker for them) – must confirm this will continue – should call David
- Continued relationship with OLA – needs more revision with better targeting towards specialized groups in OLA – have not responded to our request to meet
- Investigate other partnerships

Programming

- Regional meetings – Toronto West, London, Ottawa (partnership with Eastern Canada)
- Programming template – never designed a suitable one – would help with marketing look and feel
- Programming next year to include book club, toastmasters, smaller, more targeted meetings
- 1 volunteer willing to stay another year

Membership

- 2 membership drives – October bring a non-member meeting and RECRUIT
- need promo material
- need volunteer with marketing ideas to promote annual conference and start to boost membership in advance
- Pam Casey will continue for another year

Secretary

- Archives update – 1 volunteer to update and maintain ongoing protocol

Director

- Web site Update – planned September 2004
- LRC/Directory of Special Libraries update – planned for September 2004
- Communities of practice – should launch in 2004