

SLA Toronto Chapter Executive Board Meeting Minutes
May 3, 2006 @ 12:00 p.m.
Katharine L. Ball Cataloguing Lab, Room 418
140 St. George St., Faculty of Information Studies

Attended: Pam Casey, Sandra Craig, Martha Foote, Daniel Lee, Tylene Reaume, Heather Ritchie, Joy Shanfield, and guest: Mark Schruett (Vendor Relations Chair)
Regrets: Melissa Troemel

Agenda Item	Motions and Action Items
<p>1. Approval of agenda for today's meeting Visit New Business b) Vendor Sponsorships first on agenda</p>	<p>Pam - motion for approval of today's agenda with addition Daniel - seconded motion All - approved</p>
<p>2. Approval of minutes from meeting of Apr. 2006 Martha & Joy submitted some revisions which Tylene will make to the final minutes before posting online.</p>	<p>Joy - motion for approval of March minutes Pam - seconded motion All - approved Tylene - make minor changes and post PDF copy of final minutes on chapter website All - review action items from minutes and include a status update in your monthly report to the board</p>
<p>3. Questions and comments arising from submitted reports</p> <p>Re: President's Report Martha noted that she submitted our chapter's annual report to SLA headquarters and she forgot to mention this in her report to the board. Martha mentioned that she is planning to visit UWO's campus this June following the conference to speak to their students about SLA. Martha reminded the board that she will be attending a CASLIS Annual General Meeting tonight (May 3) and she has been offered a few minutes to speak about the SLA, so she has invited a CASLIS representative to speak at our SLA meeting tomorrow night (May 4).</p> <p>Re: President-Elect's Report Pam noted that the Volunteer Reception was held at her workplace on April 5, but only 11 volunteers were able to attend, so Pam suggests that this event be held every 2 years and possibly in conjunction with a program. Pam mentioned that she recently was recruiting volunteers for the Survey Coordinator position and she thinks it would be very helpful to have an explanation in the Best Practices Wiki about what role is expected from members who volunteer for the Volunteer Pool. See Volunteers discussion.</p> <p>Re: Event Coordinator's Report Sandra noted that event turnout has been low (11 for April 20 event and 20 registered for tonight's event - May 3) and that she has contacted Greg Barber to organize a Summer social and she is working on recruiting volunteers and speakers for the proposed Fall events.</p>	

<p>Re: Director's Report Martha suggested that Heather mention the registration problems that we recently encountered with headquarters to Janice when we meet her for lunch tomorrow (May 4). Heather noted that she will add a line to the registration page that registrants will receive an e-mail confirmation of their registration, but it may be directed to their 'junk mail' folders, so they should check that folder also. Joy mentioned that PayPal spoof e-mail is also a concern for the chapter and the spoof e-mails discourage members from using PayPal. Heather suggested that members always check the source of the link they receive if it looks suspicious. Heather asked Daniel for an update on Andornot and the Directory/LRC which they maintain for our chapter. Daniel explained that he contacted them yet again, however, they have been unresponsive, although he has records of past e-mail communications with them about this issue. Heather explained that she can set up a registration database and directory database for our chapter website, but she would require read/write access to the database of chapter contact information from SLA. Heather also wondered about our IP rights to information on the Andornot-hosted applications. Daniel noted that the InMagic forms/data files 'belong' to our chapter and he offered to draft a letter for Heather and Martha to review before sending. The board agreed that we should provide Andornot with a deadline of 30 days to have all the new info online.</p> <p>Re: Public Relations Chair's Report Daniel reminded us to update our pages on the Wiki as he will soon be sending the Wiki instructions to the Advisory Board. Daniel suggested that we also post all of our recently updated policies to the Best Practices Wiki, such as policies for the Subgroups, Student Reimbursement, Gifts, Event Payment, Sponsorships, etc. All agreed that it would be helpful to have these policies on the Wiki.</p> <p>Re: Membership Chair's Report Pam noted that we now have a Survey Coordinator, Laura Anderson, to set up our SLA membership survey and any other surveys (e.g. event feedback) using our account with SurveyMonkey.</p> <p>Re: Treasurer's Report Martha thanked Joy for all her work on the Quicken financial reconciliation. Joy noted that our finances are mostly on track now, although she is still waiting for correspondence from the Bank of Montreal and she is in the process of resolving some PayPal issues. Joy explained that she will document all changes and create financial procedure documents for the Best Practices Wiki. Joy explained that she needs to contact Carolynne or Linda re: the Toronto West March 29 event since she received invoices, but no proceeds as of yet.</p>	<p>Daniel – contact Andornot Consulting again and ask them to have the new Directory/LRC up and running in 30 days or we will need to remove it from our site – draft letter for Heather & Martha to review before sending to Andornot</p> <p>All – board members responsible to post recently updated policies to Best Practices Wiki</p> <p>Joy – post updated financial procedures on Best Practices Wiki</p> <p>Joy – contact Toronto West subgroup re: March 29 event proceeds</p>
<p>4. New Business a) Janice Lachance Martha reminded us to attend the lunch with Janice Lachance at noon tomorrow (May 4) at Bodega Restaurant on Baldwin Street. All agreed that the board would focus on a few key topics to discuss with Janice at lunch such as: 1) Information Technology issues</p>	

<p>2) Administration overload for chapter members which can lead to volunteer burnout</p> <p>3) New Leadership Code of Responsibility for board members</p> <p>Martha also mentioned that the student award winners were invited to attend the evening event tomorrow (May 4).</p> <p>Joy asked how she should return funds to those members who registered for the May 4 event before we lowered the price to \$10. The board agreed that she would distribute cash reimbursements to registrants at the door and that all board members would donate their \$10 to the chapter.</p>	<p>Joy – give \$10 cash reimbursements to members who paid \$20 for the May 4 event</p>
<p>b) Vendor Sponsorships</p> <p>Note: We discussed this item first at the meeting (after approving the April minutes) to allow Mark Schrutt, our Vendor Relations Chair to leave early.</p> <p>Mark explained that he took on the position of Vendor Relations Committee Chair about two years ago and when he started, there was no documentation about the role and no established policies in place. Mark distributed some documentation that he has created which describes Sponsor Renewal Activities, Activities for New Sponsors, Ongoing Communication Activities, Activities Concerning Sponsored Meetings and sample Thank You and Marketing letters.</p> <p>Daniel offered to help Mark post this information to the Best Practices Wiki. Mark asked the board what the objectives are for the chapter so that he can make a best match between the chapter’s financial needs and the vendor community and ensure that the vendor’s mission meets our mission. Pam described how things in the vendor community have been changing lately (i.e. consolidations, office closures, etc.) and she wondered if Mark was keeping track of our main sponsor contacts and what their responses/preferences are when approached for funding. Martha mentioned that she will be meeting with the Western and Eastern Chapter presidents in Baltimore at the SLA conference to discuss the possibility of a joint national fundraising strategy for Canadian chapters. Martha noted that the Western Chapter is responsible for the Canadian reception this year and that the Eastern Chapter is responsible for the Canadian reception next year. Martha stressed that we need to have sponsors set well in advance of our meetings for advertising in e-mails and on the chapter website. Mark also expressed his need to know our scheduled events well in advance including deadlines for the quarterly Courier newsletter. Mark noted that he would also like to arrange for sponsor representatives to have speaking time and be able to distribute brochures if they sponsor a specific event. Daniel noted that the Courier deadline info and contacts are on the web and he will send the info to Mark. Joy asked how best to coordinate finances with Mark and keep him in the loop when the sponsor cheques come in and Mark offered to discuss this in more detail with Joy. Heather mentioned that she also needs to be sent the sponsors’ logos (in .gif or .jpeg format) and web addresses to post on the chapter website. Daniel suggested that we also look at some non-traditional relationships for sponsors. Mark explained that he has a list of 30+ companies that he has contacted in the past. Mark asked what target amount is needed from our sponsors each year. Joy noted that a major source of the chapter’s income is from sponsorships (approx. \$11,000+) with the remainder from membership (approx. \$6,000). Joy explained that we currently don’t really correlate money in/money out by</p>	<p>Daniel – help Mark publish his vendor documentation to the Wiki and send Mark Courier deadline and contact info</p> <p>Martha – review sample letters that Mark distributed to the board, especially those to be issued by the President of the chapter</p> <p>Mark – send board list of current vendors/sponsors</p> <p>Mark – ask sponsors for a description of their company, their logo (in .gif or .jpeg), their website link and submit in Word format? to Director (Heather)</p> <p>Mark & Joy – follow-up with late payments from sponsors and discuss best strategy for coordinating sponsor funds</p> <p>Mark – include his initials and year on his invoices to Joy</p> <p>All – review Mark’s documents and send Martha any comments</p>

<p>sponsors for events unless stipulated. Pam suggested that we should be able to forecast sponsorship needs on an annual basis and she offered to arrange for a volunteer to help Mark if needed. Heather noted that we typically offer the same number of events each year - about 10 events that could potentially have sponsors. Daniel suggested that we try to find sponsorship money for the large major events like the Joint Social with CASLIS and offer virtual seminar series that are fully sponsored for 'free' to members. Daniel asked if the sponsors are requesting to sponsor specific events or contribute to a funding package so that money can be used where needed. Mark mentioned that currently sponsors do a bit of both and some have even offered to pay for food at events. Joy noted that she received the sponsorship cheque from Thomson Dialog. Martha offered to contact Al Kennedy at Thomson Business Intelligence again regarding their sponsorship of the chapter if needed. Heather suggested that we ask CEDROM-SNI to sponsor a main event. Mark noted that CanWest has offered to sponsor the event tomorrow (May 4) and they might contact Sandra about having a representative attend the event and speak briefly.</p>	
<p>c) Volunteers Pam explained that she was recently soliciting volunteers for the Survey Coordinator position (Laura Anderson) and she was also able to recruit 3 more volunteers for our volunteer pool, but she would like some clarification of their role in the pool. Martha responded that the expectation is that each member of the Volunteer Pool will contribute to at least one 'concrete' task during the year, such as be a convenor for an event or help out with an event or write a report about an event for the Courier, etc. and Sandra noted that she continues to e-mail the Volunteer Pool about volunteer opportunities at upcoming events. Pam suggested that this information be added to the Best Practices Wiki if it isn't already there. Pam has 3 names to add to the Volunteer Pool on the website: Dawn Urquart, Evan Vella and Frances Wong. Pam suggested that the Volunteer Pool list be 'purged' at the end of each year to remove any members who did not complete their 1 task for the chapter that year.</p>	<p>Pam – send Heather new volunteer names and their e-mail addresses for posting on the chapter website under the Advisory Board for the Survey Coordinator position and Volunteer Pool</p> <p>Not Assigned? – add Volunteer Pool responsibilities to Wiki</p>
<p>d) PayPal Account Joy already mentioned some PayPal security issues in her Treasurer's Report, which are now mostly settled since Joy attached her own credit card and address to the chapter's PayPal account and changed our password and description on the PayPal site.</p>	<p>Heather – update note about PayPal on chapter website</p>
<p>e) Programming Martha noted her disappointment in the low attendance at our recent events and offered to take responsibility for the poor turnout if it is due to the programming topics chosen for the first part of the year. Heather asked if we are including a question on the Membership Survey asking members why they are not attending events (i.e. price, location, etc.). Sandra asked how the attendance compares to last year's attendance and if it has been a downward trend for the past few years. Joy noted that the board has not maintained event attendance statistics, but she could review the finances to get an approx. turnout for past events. Daniel suggested that our lower turnout is due to the number and variety of</p>	<p>Joy – review registration payments to get approx. attendance statistics for past events</p>

<p>events being offered by chapter subgroups such as the Solos, Toronto West and New Information Professionals as some members may be choosing to attend these events instead of our main chapter events. Daniel mentioned that the traditional expectation of a successful event may need to change (i.e. not just based on attendance).</p> <p>Joy and Heather mentioned that lack of employer support for SLA events also contributes to low attendance, especially for SLA members who work in non-traditional libraries, which is the case for many GTA special librarians. Pam mentioned that she belongs to several associations and she has noticed that the attendance numbers are down at all her groups. Heather suggested that many members may prefer to attend more virtual seminars and webinars so that they can participate from the office. Daniel suggested that the chapter offer more open, free networking events such as the successful social that was held last summer. Pam suggested that the chapter try to incorporate more networking opportunities into each of our events such as the Toronto West group which always goes around the room before each event to allow everyone to say who they are, where they are from and what they are currently working on in their library or any issues they would like to share. Pam also mentioned the SCIP meetings where you have time to exchange business cards with others in the room.</p> <p>Daniel noted how his swim club needed to work on their team building and have had positive results after arranging for regular meetings outside of the pool to give them a forum to talk and time to get to know each other. The board agreed that they would like to review the final membership survey before it is sent out to ensure that it covers feedback about events.</p>	<p>Melissa/Laura – share copy of final draft survey with board to receive approval before sending it to members</p>
<p>5. Other Business No Other Business to report at this time – the board's focus is on our special guest, Janice Lachance, at tomorrow's lunch and dinner events (May 4).</p>	
<p>6. Adjournment This month's SLA events: May 4 (SLA CEO visit and Conference Tips); May 25 (New Information Professionals on Mentorship)</p>	<p>Meeting adjourned @ 1:25 p.m. Next meeting: June 7 @ 12:00 p.m.</p>