

**SLA Toronto Chapter Executive Board Meeting Minutes
October 10, 2007 @ 12:00 p.m.**

**PwC Management Services LLP
145 King St. W., 11th Floor Meeting Room**

Attended: Pam Casey, Sandra Craig, Daniel Lee, Claire Lysnes, Tylene Reaume, Heather Ritchie, Joy Shanfield

Agenda Items	Motions & Action Items
<p>1. Welcome and approval of agenda</p> <p>Motion: Approve today's agenda with additions as discussed.</p>	<p>Claire – motion for approval of today's agenda Daniel – seconded All – approved</p>
<p>2. Approval of minutes from September meeting</p> <p>Joy mentioned her concern about the registration forms, given our new event pricing structure for 2008. Heather explained that we will require one registration form for each attendee (free student or paying attendee), so there should be less confusion.</p> <p>Pam noted that the wiki is working well for our reports. Pam and Daniel suggested that we post an ongoing Action Items list to the wiki, so that we are not waiting on the minutes.</p> <p>Motion: Approve September minutes with revisions as submitted.</p>	<p>Joy – motion for approval of revised Sept. minutes Claire – seconded All – approved as amended Tylene – post PDF copy of Sept. minutes on chapter website</p> <p>Tylene – post Action Items list on wiki</p>
<p>3. Questions and comments arising from submitted reports for October</p> <p>Re: Director's Report Daniel asked Heather about including member content (such as blogs) on the chapter's website. Heather wondered about the criteria for inclusion (i.e. how we would distinguish relevant sites). Daniel noted that members could submit their pages for posting. Claire suggested that we post a disclaimer on that section of the site.</p> <p>Daniel asked Heather about the site statistics and wondered if we should start using Google Analytics to track stats. Heather noted that she is still waiting for Von to post the chapter's new discussion list instructions on the website, and she is still waiting to receive a copy of MS Access from SLA Headquarters, so that she can update the SLA Toronto Chapter event database. Pam offered to contact SLA Headquarters again to inquire about the technology issues, including delayed receipt of site statistical reports.</p> <p>Re: Secretary's Report Daniel asked Tylene about the comments on our Facebook group site, including a wall comment posted by CASLIS Ottawa advertising their upcoming seminar and a response to an event posting, asking why events are always scheduled on Thursdays. The board discussed possible approaches briefly (e.g. we offer virtual seminars on days other than Thursdays, CASLIS Toronto could form their own Facebook group) and it was agreed that Pam would post responses to the wall comments. Claire asked if we should poll the membership about meeting days and Daniel responded that we already include this question on our annual membership survey. The board briefly discussed the reciprocal policy that we currently have with CASLIS and Pam offered to review it with Daniela Serban.</p>	<p>.</p> <p>Heather – start working on draft of new member section (for personal blogs, etc.) and disclaimer on chapter website</p> <p>Pam – contact SLA about technology issues</p> <p>Pam – post responses to wall comments on Facebook's SLA Toronto Group and events that we are hosting</p> <p>Pam – review reciprocal posting policies (discussion list, Facebook, etc.) with Daniela</p>

<p>Re: President-Elect's Report</p> <p>Pam asked Daniel if he has filled all his positions for next year's advisory board and the board briefly discussed volunteer recruitment strategies.</p> <p>Claire noted that she is trying to find someone to lead the New Information Professionals sub-group.</p> <p>Joy mentioned that it would be helpful if we could contact all the non-members who have attended our events this past year. Joy noted that last year she maintained a list of non-members who regularly attended our events.</p> <p>Pam suggested that we promote the currency advantage to membership (i.e. suggest they pay in US funds) and that we should also encourage vendors to become members of SLA.</p> <p>Daniel explained that we also need to contact members who live in Toronto, but are not members of the Toronto Chapter.</p> <p>Claire suggested that we should also check the members who are joining our SLA Toronto group on Facebook to see if they are members of SLA.</p> <p>Pam noted that SLA headquarter's new AS system should resolve the member/non-member issue and make it easier to check member status.</p> <p>Heather asked if we wanted to add a notice about recruiting new members to the home page like last year and all agreed that we should post an announcement.</p> <p>Heather suggested that we could identify non-members at events and then approach them with an invitation to join the SLA.</p> <p>Pam asked all executive board members to take on the goal of recruiting at least one new member to SLA Toronto.</p>	<p>Heather – post Recruit-a-Member campaign info on SLA Toronto home page</p> <p>All – recruit at least one new member to SLA Toronto</p>
<p>4. Old Business</p> <p>a) Plans for Events in October, November and December</p> <p>Oct. 25th Succession Planning:</p> <p>Sandra noted that there has been low registration for the Oct. 25th Succession Planning event, but there is a conflict, as the speaker, Vicki Whitmell, is speaking on the same topic at the Northeastern Regional Law Libraries meeting in Toronto this month and there is also a CASLIS event on Oct. 25th.</p> <p>Daniel asked about the possibility of registered members attending Vicki's other session and offered to contact Barbara Fingerote if needed.</p> <p>The board discussed the possibility of holding a social event that night that could start after the CASLIS event, perhaps around 8 pm or so, since it is Canadian Special Librarians Day. The board then agreed it would be best to cancel the event and reschedule it for next year.</p> <p>Oct./Nov. Second ROM Library Tour:</p> <p>Sandra suggested that, due to the popularity of the last free ROM library tour on Sept. 27th, we offer another free tour with the option of social time after the tour. The board liked this idea and asked Sandra to contact the ROM for possible dates.</p> <p>Nov. 22nd Knowledge Management Panel:</p> <p>Heather gave the board an update on the Nov. 22nd event which is coming along well based on her meeting with KM panel members, Laura and Karen, and the registration numbers look good so far. Heather suggested that we allow the list of attendees on SLA Toronto Group Facebook events to be visible to the public, so that other members can see who is planning to attend. Heather circulated samples of the funny SLA-specific Bingo cards she created and how it will work for the icebreaker at the Nov. 22nd event. Attendees need to find other attendees who meet the criteria on their card (e.g. owns a cat, used an OPAC today, etc.) and get them to sign that spot (one space only per person) until someone yells Bingo and the coordinator generates a brief discussion based on the results (e.g. so <name> owns a cat?, where did <name> use an OPAC today?, etc.).</p>	<p>Sandra – cancel Oct. 25th event and contact Vicki about rescheduling similar topic for next year</p> <p>Sandra – coordinate another free ROM library tour in Oct./Nov.</p> <p>Heather – finalize plans for Nov. 22nd event with KM panel</p> <p>Tylene – change permissions on Facebook, so that event attendee lists are public and cancel Oct. event</p>

<p>Guest Speaker Recognition: The board briefly discussed recognition of guest speakers at events. Pam noted that guest speakers are not required to pay for the event that they are speaking at. Claire suggested that we should encourage all guest speakers to become members of SLA. Sandra explained that we have given token gifts to guest speakers in the past. Claire suggested that we could give them a voucher to attend the next event for free. The board will discuss this topic in the New Year.</p> <p>Dec. 6th AGM and SLA/CASLIS Holiday Social: Pam noted that she is checking with CASLIS President, Daniela Serban, about the possibility of having our AGM in a larger room than last year. Pam explained that she is hoping to get a sponsorship from Knovel for this event.</p>	<p>Pam – finalize details for Dec. 6th AGM and Holiday Social</p>
<p>b) Update on Technology Issues Daniel explained that a wiki space has now been set up by Quan Logan, IT Director at SLA for the SLA Toronto Chapter and it is available to SLA members from the SLA website. Daniel noted that wiki spaces allows for attachments, but he would like to learn more about its functionality and if we can limit access to certain sections. See SLA Wikis - http://www.sla.org/content/community/wikis/index.cfm</p> <p>Claire noted that she has not been receiving the membership reports from SLA Headquarters since June and she has been locked out of the Membership Community of Practice since she renewed her membership.</p> <p>The board also wondered what other technologies are available to us from SLA Headquarters, such as MySQL and WordPress, etc. See also discussion section above: Re: Director’s Report</p>	<p>Daniel – send board info about the new wiki space for the chapter</p> <p>Pam – as above, contact SLA about technology issues</p>
<p>c) Update on August 14th webinar Pam informed us that the payment for this event has been resolved and Joy will receive a cheque soon from CSA.</p>	
<p>5. New Business</p> <p>a) 2008 Slate of Events Daniel distributed copy of the Event Topics page on the wiki and a proposed slate of events for 2008. Daniel has already confirmed SLA President, Stephen Abram, as a guest speaker on Jan. 17th, 2008 and just needs a location for this event. The board discussed best dates for proposed events along with other ideas, such as how to build a business case, marketing contracts, portals, etc. and Daniel asked us to add more ideas to the Events Topics page on the wiki. Daniel described some his ideas for next year’s events, such as an embedded librarianship, more focus on quantitative measurement and analysis, rather than just monitoring. See Daniel’s blog post about David Shumaker’s Embedded Librarianship concept - http://yankeecanada.typepad.com/yankee_in_canada/2007/07/embedded-librar.html Daniel explained how he would like to get more members involved in our events and, by publishing an outline of events early, members can plan to attend certain events during the year. Daniel noted that additional events would be added from sub-groups, such as the Solos and New Information Professionals and extra items like Colin Hoare’s theatrical group events. Heather suggested an event on competitive intelligence, prospect/stakeholder research, portal 2.0 – “taking it to the next level”</p>	<p>All – Add ideas to Event Topics section on wiki</p>

<p>Heather suggested varying the proposed schedule slightly, so that different types of events are offered in a row. Pam suggested that virtual seminars have not been that successful, but Daniel's plan to show a virtual seminar on a bus trip sounds like fun. Pam mentioned that we could promote the Click U University courses on the chapter website and Heather offered to add the link to the SLA page. Sandra noted that there was good attendance at the Best of the Web event this past June 2007 and the proposed 60 Sites in 90 Minutes should be popular. Joy mentioned that CASLIS Ottawa is showing The Hollywood Librarian documentary and that might be something for us to consider offering. Pam complimented Daniel for creating an interesting event proposal with some interesting events.</p> <p>Daniel explained that he has revised the partner sponsorship levels, so that there are different benefits available to our partners depending on the level they choose. Heather reminded the board that we need to follow-through with what we offer (i.e. event signage and website banners should be posted as appropriate). Daniel will be sending out letters starting next week to current vendors and he is still looking for prospects, so he asked the board to send any partner (vendor) contacts to him ASAP.</p>	<p>Heather – add link to Click U Live University on chapter website</p> <p>Daniel – continue to update and revise proposed slate of events including board suggestions</p> <p>Daniel – send revised partner sponsorship levels to board</p> <p>All – Send any partner (vendor) contacts to Daniel ASAP</p>
<p>b) Funding for President/President Elect to attend Leadership events Pam suggested that we table this discussion until the next meeting.</p>	<p>Table → Nov.</p>
<p>c) Event coordinator position for 2008 Daniel noted that he still needs someone to fill this position on the board for 2008 and he suggests that we keep the role vacant for now (until we can find someone), tentatively plan the year's events (see his proposed slate), and then assign a person from the volunteer pool to be responsible for coordinating each event. Daniel explained that this would be similar to the Programming Committee Model that was used in the past. Pam advised that this approach might be too much for the President to coordinate alone and suggested that the President-Elect be involved too. Pam suggested that we post a call for volunteers on the chapter's website and noted that SLA's main site has a few methods, such as Stephen's call for volunteers. Heather noted that she could create a form.</p>	<p>All – suggest candidate names to Daniel for Event Coordinator position</p> <p>Heather – post call for volunteers and form on SLA Toronto home page</p>
<p>d) Budget Discussion – see also Funding above Pam suggested that we table this discussion until the next meeting.</p>	<p>Table → Nov.</p>
<p>e) Partner Relations name change Daniel has suggested that the Vendor Relations position change its name to Partner relations. Motion: To change the name Vendor Relations to Partner Relations and update all related documentation. Discussion: Daniel explained how not all of our funding partners are vendors and using the term partners allows us to expand our reach.</p>	<p>Daniel – motion to change Vendor Relations to Partner Relations Sandra – seconded All – approved Heather – update Partner Relations info on website Daniel – update Partner Relations info on wiki</p>
<p>6. Next Meeting and Adjournment</p> <p>Upcoming Events: No events in October, as Oct. 22nd event postponed until 2008. Nov. 22nd – Knowledge Management Panel Dec. 6th – Click U Live's Virtual Seminar: Gary Price's Research Tool Box Dec. 6th – CASLIS/SLA Holiday Social and AGM</p>	<p>Sandra – motion to adjourn Daniel – seconded All – approved Meeting adjourned @ 1:30 p.m. Next meeting: Nov. 7th Location: PwC</p>