SLA Canada board meeting
26 April 2021
Via Zoom

Present: Patricia Cia, Juanita Richardson, Thomas Blennerhassett, Merritt Kalagian, Jane Dysart, Stephen Abram, Craig Wingrove, Jim Miller, Caleb Nault, Karen Bleakley, Bronwyn Smyth, Thérèse Mainville

Guests: Kimberly Silk, Valerie Perry

Regrets: Katherine Scott

Standing agenda: (no other business brought up at beginning of meeting)

1. Welcome
   - Patricia has sent out the invites for May 31, June 28 and July 26 meetings – all 12:30pmPT/3:30pm ET

2. Review minutes from previous meeting. Report on any follow up from actions.
   - Patricia has circulated. Any errors or omissions let Patricia or Katherine know.

3. Finance
   - Financial report distributed by email in advance of the meeting
   - Review of the submitted report by Merritt. No questions or comments. Merritt motioned to approve the budget as presented. Seconded by Juanita. Approved (no objections).
   - PayPal update
     - Emma Adelman has taken over with our PayPal issue/account. She is going to add her name to it so when she contacts PayPal, it will be easier.
     - Signing authority: discussion of adding Catherine Lavalée-Welch as a signing authority, and possibly Jim Miller (as incoming SLA Canada President)
     - Waiting to hear back from Emma as to who to sign on etc.
   - Long-term finance of SLA Canada: since annual allotments are no longer being given, need to think of the long-term financial sustainability of the Chapter. It is worth asking SLA Europe and SLA Asia how they are approaching funding.

   **Action:** Patricia and/or Juanita to reach out to Europe, Asia, NY, and DC chapters re funding

4. Governance/Communications (Pres Elect/Past Pres)
• Citation: Acknowledgement that SLA Canada has received a citation from Tara Murray Grove
• SLA HQ Townhall reflections
  o SA: Real townhall – 15 minutes opening followed by 45 minutes of engagement with the members.
  o Perhaps Jim can share this with SLA HQ
• SLA Learning Hub can be used to store/place recordings (i.e. learning opportunities) if we wish
• Other association memberships: FMD - Not feasible for SLA Canada to be members of other associations when it comes to paid memberships. Also, it would have to be SLA HQ that would have to be the member, not SLA Canada, and that is not feasible. KB has replied to say that we are open to co-programming, but not cross funding, etc. (The door is effectively closed unless they wish to do some co-programming that does not require being a member).

5. Web Manager
• Caleb has done more work on the website.
• SA suggests that CN publish the site as a separate site so that we can go in and check for any broken links, etc.
• CN has set up Google Analytics for the website

6. Social Media
• Tom has sent an email with branding and naming.
  o Discussion about the various options
    o Question regarding tag lines and whether these should be used to reflect our Canadian image? Tag lines not useful in the social media branding portion (i.e. profile, etc.), but may have merit for other things. Any tagline would need to be translated
    o Overall agreement that SLA Canada should be used, rather than SLA CAN, but to still use SLACAN as hashtag
    o Feather/swoosh logo tended to be favoured, as it gives a more dynamic feel to the look
  o Branding messages: strong, dynamic, modern
  o Conclusion: Major applause for Tom’s options; preference is the forward movement; SLA Canada, but see a place for SLA CAN for hashtag or social media
• Hootsuite as paid version is very pricy
• What gets posted where will depend on the content (i.e. consider the content first then post on the appropriate social media account)
• Content ideas
  o Five-minute Friday
  o Tom has Adobe suite which he can edit videos, etc.
  o Gary Price content
• Sounds like Twitter, LinkedIn, YouTube are the best contenders for social media channels; Instagram could be used eventually, perhaps to connect to student members
• https://twitter.com/SLACanada
**Action:** Compile any provincial library association hashtags, etc. that we may want to connect with and send to Tom and Jane

7. **Programming**
   - **Success**
     - April 15 - Virtual Tour: John Richard Allison Library at Regent College
     - Jenny-Lyn de Klerk, Puritan Project Assistant, John Richard Allison Library, Regent College
     - Host: Bronwyn Smyth
   - **Upcoming**
     - May 4 - Nexter Chat 12pm ET
       - Diana Luu, Dir Marketing, LinkedIn, first female Sr. Director at LinkedIn Canada
     - May 20 – SLACAN Meeting 4pm ET
       - Canadian Government Information & Knowledge Sharing
     - June 17 - SLACAN Meeting/Workshop 3-5pm ET
       - Standing Tall: Articulating Our Value
     - July 15 – SLACAN Meeting
       - Moving Forward: Using JTBD Framework
     - August 4-13 – SLA Annual Conference
       - Canadian Community Bingo & Mingle – awaiting date
     - August 16-31 – IFLA Virtual Conference
     - September
       - Thurs SLACAN Meeting 4pm ET
       - Searching for Prospects, Gary Price, SLACAN Intelligence Officer
     - October 21 - SLACAN Meeting
       - Learning from Music Libraries!
       - Hosts: Janneka G
   - November - possibility of a sponsored meeting?
   - OLA 2022 – Jane is happy to work with others again to produce programming for this.
   - Welcomes at programming: President, President-Elect, or Past President to welcome the community at each event

8. **Regional Voices**
   - Bronwyn – virtual tour went well
   - Karen – Trying to connect with other French-language organizations in Quebec
   - Thérèse – upcoming deadlines for annual conference programming. No other updates

**Action:** Patricia to follow up on membership lists

9. **Partner Relations**
   - Partner has approached us (Third Iron) to do a paid presentation to community – proposed that we will still host it on Dysart and Jones (privacy reasons). If they offer a door prize draw, then those would be the names we would provide to Third Iron at the end of the event
• JR has also been talking to Factiva – keen to re-engage with SLA Canada (former partner with Toronto)

10. Student Chapters
   • Stephen will send follow-up emails out to students who attended workshop plus to student groups
     o List of events: https://connect.sla.org/canada/events/events

**Action:** Stephen to send follow-up emails out to students

11. Any other business: new / old
   • Valerie
     o Thank Stephen bringing up comments re Town Hall
     o 2 more leadership training sessions: Anti-harassment (April 27); Debrief (May 6)
     o Open board meeting Wednesday, April 28 @11 am ET
   • Awards – need to be cleaned up and have a unified approach and acknowledging role models in Canada

**Action:** President to create Awards Committee to deal with this so that by next meeting have something to vote on, etc. – 3 regions + students - Bronwyn, Therese, and Karen to be involved in the conversation (from a regional level), others welcome

• Reminder SLA HQ award nominations due soon
• Please use pc-vr235@shaw.ca to email Patricia

12. Next meeting

Monday, May 31, 12:30pm PT/3:30pm ET

13. Adjourn: 26 April 2021 @ 5:00 pm ET