**San Francisco Bay Region Chapter**

**Meeting Minutes, 2009**

SAN FRANCISCO BAY REGION CHAPTER, SLA

Executive Board Meeting

Wednesday, November 4, 2009

Piperade, 1015 Battery Street, San Francisco, CA

**In attendance:** Sandy Malloy; Mimi Calter; Cynthia Berglez; Rochelle Richardson; Heather Gamberg; Barbara Janis; Anne Barker

The meeting was called to order at 6:37 pm.

The minutes of the September Executive Board meeting were approved.

**Old Business.**

Anne – has contacted the new volunteer for government relations.

**Treasurer’s Report – Mimi.** Our overall cash position is still strong, but we are on track to lose more than we had budgeted for the year. The current loss is just under $7,000. We have the funds to cover it, but we need to start thinking ahead to plans for next year’s budget. What kind of loss is reasonable for next year?

Where did we lose most of the money? Low attendance at programs was a contributor. Also, we intentionally kept program prices low. We will probably have to do this for another year. We have reserves to do it for a while longer, but we need to get more sponsorships next year. Conference costs shouldn’t be as high next year because DC was so expensive. We won’t have to pay for a centennial party next year either. Current balances include the $1,500 deposit on the venue, but other holiday party expenses are not reflected. People like the San Francisco-based meetings, but it is more expensive here.

**Balances as of 10/31/2009:**

Checking: $7,222.68

Pooled Fund: $41,678.79

PayPal: $1,338.48

Total Assets: $50,239.95

Mimi would like to try and send budget request forms earlier this year, as soon as we have candidates for the Advisory Council chairs. In the past, people have just kept their budget the same as the last year; that worked when the pooled fund was making money, but people need to put more thought into what their budget should be. Mimi can pull 2-3 years of budget numbers to give incoming chairs a better sense of the budget year-after-year. We should also hand out the annual reports for the committees at the turnover meeting so new folks have a sense of what the committee did that year for the amount of money spent. If they have other ideas for what to do in the upcoming year, this can help them decide if their budget numbers should remain the same. Outgoing chairs need to provide more budget-specific guidance for incoming chairs at the turnover meeting.

Rochelle - Ask incoming chairs to print out procedures for their committee and highlight anything they have a question about to bring it to the turnover meeting.

**Programs Report – Cyndi & Heather.**

**Heather’s Holiday Party Giveaway.** Compact ponchos! Will come in very handy for folks in New Orleans.

**Holiday Party Music.** Heather is setting up an iPod playlist. One idea is to include music from different decades. Is there room to dance? Yes, there can be, we have the entire upstairs. Mellow and fun to start with, and move into danceable music, then mellow it back down.

Registration fee for the holiday party is confirmed as $20. We have a couple of raffle items. Cyndi has a gift card for Elephant & Castle; Sandy has a gift card from a wine shop, 4 passes to zoo, 4 passes to cartoon art museum; Barbara has 3 posters; and there are possibilities for a few more retail gift cards. IEEE is sponsoring for $500. Mimi sent an invoice to George Plosker.

Cyndi will tell Richard that we have the IEEE sponsorship and ask him to get more sponsorships.

Cyndi is making a version of the centennial logo to have applied to the cake.

**New Business.**

**Cyndi – SLA Alignment/Name Change Confab.** Cyndi reported on the general discussions and range of opinions at the name change confab hosted in Berkeley on November 3rd. The Board discussed the name change issue and alignment.

**Slate of Officers.** The following people are presented for the open Board positions: Cynthia Berglez for President-Elect; Craig Griffith for Assistant Director of Programs; Monica Ertel for Treasurer.

Motion to approve slate passed.

**Awards - Barbara.** The Awards committee has selected nominees for 3 awards. Awards will be presented at the first chapter meeting of 2010; awardees’ registration will be comped. Barbara will call these people tomorrow. 2 candidates were also sent to HQ for national awards.

Barbara will notify each awardee’s supervisor of the award so it can go in their employee files.

**Strategic Planning Report - Sandy.** Marlene says team members are each writing a section of the plan and they will meet in November to put it all together.

**Advisory Council positions – Rochelle.** The following people are incoming chairs for next year: Cathy Hardy and Susan Karplus for Hospitality; Hilary Schiraldi for Tours; Donna Scott for Vendor Relations; Alys Tryon for Academic Relations and Bayline editor-in-training; Cynthia Matano for Web, with Katie Melville’s back-up. The rest of the positions are assumed or confirmed to remain the same.

Rochelle will ask Cathy and Susan if they want to be Hospitality co-chairs.

**Mentee Reports.**

**Government Relations – Anne Barker.** Anne has contacted Erik Sandall who had expressed interest in joining the committee. They are working on ways to share the responsibility for the *Intersect Alert*. They will also be working together on the Sunshine Week event. The 2010 Sunshine Week event will be co-hosted with NOCALL. It is being planned for March 26th from 8:00-noon. It is being coordinated with NOCALL’s Spring Institute; their event doesn’t start until 1:00 that day, but they have the facilities reserved for the entire day, so they are offering us the room and tech equipment for free. The event will be at the Sir Francis Drake in San Francisco. Anne and Greg Fite, NOCALL’s government relations chair, are working together on program ideas.

**Mailing - Ginny Woodis (via Anne).** Still mailing 6 paper copies of *Bayline*, including the Archive copy.

**Reflector – Linda Yamamoto (via Anne).** The number of bounced messages from the reflector has gone down to about 10 per message.

**Professional Development – Jana de Brauwere (via Rochelle).** Jana would like suggestions and help scouting venues.

**Ethics & Alignment Ambassador – Jan Keiser (via Rochelle).** Just hosted the SLA name change confab in Berkeley with Chris Orr. Jan coordinated with Cyndi to talk about name discussion.

**Tours – Anne Hall (via Cyndi).** Wine Institute Tour coming up on 11/19. A small group tour at Pixar still being worked on. December 1st will be the first of the “open office” tours suggested at the last Advisory Council meeting and will be at Jan Keiser’s office.

**Hospitality – Julie Takata (via Cyndi).** Nothing to report.

Cyndi will confirm with Anne that Julie is doing registration for the tour.

**Archives – Marie Tilson (via Barbara).** Nothing to report.

**Bayline – Judy Bolstad (via Heather).** Last issue of the year has been sent out. Nothing to report.

**Web – Katie Melville (via Heather).** Katie has met with Cynthia Matano and they are working on training. Katie has ideas about web site re-design.

Sandy will check with Katie to see what she has in mind and discuss for approval.

Since she has in-depth knowledge of the web site, Heather should keep Web as mentee report for next year.

**New Member Report – Rochelle.** Rochelle sent out a list of new members. We have 379 members as of mid-October. This is holding steady.

The turnover meeting is set for Wednesday, January 13th at 4:30 with a location to be determined.

Rochelle will ask Marlene about using her place at PG&E.

The meeting was adjourned at 8:24 pm.

Respectfully submitted,

Anne N. Barker

SF-SLA Secretary

SAN FRANCISCO BAY REGION CHAPTER, SLA

Joint meeting of the Executive Board & Advisory Council

Tuesday, September 1, 2009

Townsend & Townsend & Crew LLP, Two Embarcadero Center, 8th Floor, San Francisco, CA

**In attendance:** Cynthia Berglez; Rochelle Richardson; Heather Gamberg; Barbara Janis; Sandy Malloy; Anne Barker; Kelley Shields; Alys Tryon; Marlene Vogelsang; Linda Yamamoto; Ginny Woodis; Anne Hall; Dasha Dekleva

The meeting was called to order at 6:11 pm.

**Announcements**

Introduction of Alys Tryon who is helping on *Bayline* and looking into opportunities, including possibly Academic Relations.

The minutes of the March Joint Executive Board/Advisory Council meeting were approved.

**Executive Board Report**.

**Treasurer’s report – Mimi Calter.** – We’re in pretty good shape with about $54,000 total in our accounts. We are still in a deficit for the year, but this was planned. Our current deficit is about $3,000 and we were planning on a deficit of $7,000. The deficit will probably increase and end up close to the projected $7,000 with the holiday party. We have received our chapter allotment from HQ.

**Programs Report – Cyndi Berglez.**

**Heather’s program – The Role of Information Failure in the Economic Crisis.** The presentation was not exactly info-focused as expected, but it was still an interesting, well-received program. The location was good although there were a few problems with service and ambient noise.

Next program is September 16, **Ward Bushee**. Cost is about $1,278. Projected to get about $800 in registration fees.

**Holiday Party.** Planning on December 3rd at Thirsty Bear. Will have a big cake. There will be some sort of giveaway. Thanks to Heather and Kelley for their assistance in planning.

**Other Items.**

The Complimentary Registration policy was revised in the Executive Board meeting to have up to 3 more comps for events, and 1 each for tours and PD.

New Chapter Leadership Award established for next year to accommodate mid-career awardees.

New sponsorship levels established so the minimum is $150 starting next year. The sponsor still gets a complimentary registration.

**Committee Reports.**

**Government Relations – Anne Barker.** The Intersect Alert is still going out weekly. NOCALL’s Government Relations Committee has contacted her about co-sponsoring Sunshine Week next year. The contact has been made and will be acted upon or passed on to a new Government Relations chair depending on circumstances.

**Jobline – Dasha Dekleva.** It has really picked up since Dasha started her turn in managing it. The mailing of payments to home address can be awkward.

Dasha and Kelley will speak with Ginny about using the post office box.

Kelley set up a Twitter feed, but there were no listings at the time, so it fell by the wayside a bit.

Kelley will look into setting up an RSS feed for the Jobline rather than use the Twitter account.

**Strategic Planning – Marlene Vogelsang.** Work on the plan continues. Didn’t get much done over the summer, but Marlene has some ideas on how to move it forward.

**Alignment Ambassadors (via Sandy).** Jan Keiser and Chris Orr are our new Alignment Ambassadors.

**Professional Development – Jana de Brauwere (via Sandy).** Having a series of 4 fall workshops. The first was on power networking on September 2nd.

**Tours – Anne Hall.** Hopefully doing one in November. The last few have been in San Francisco, so planning on East Bay. Suggestions include: the Bancroft, the Music Library at the University of California, Berkeley, East Asian Library at the University of California, Berkeley, Oakland Cultural Heritage Alliance, and Pixar, but Anne has heard security can be an issue with tours there.

Anne Barker and Alys Tryon will send what info they can about tours at Pixar.

Kelley suggests we might consider more low-key tours to see other librarians at work – career brown bag lunch tours. Suggested it might be a good program for Academic Relations.

Alys will work with Sandy to see about starting it up.

**Reflector – Linda Yamamoto.** The chapter has 371 members, 360 of whom have a listed e-mail address. Sent out 5 messages to the reflector in May, 9 in June, 9 in July, and 7 in August. There are 415 members of the discussion list. This is usually pretty consistent with about 7 new members every month and the same amount dropping off. We got 451 bot subscribers in August, 1,214 in May. The reflector is the “official” announcement board, it is okay to include San Andreas chapter announcements as well. The rest goes on the discussion list: questions, outside events, vendor suggestions.

**Mailing – Ginny Woodis.** Still mailing out 6 copies of the *Bayline*. It was 9 a year ago. Copies go to the California State Library, Marie for Archives, and 4 members. (2 of the members from last year’s 9 mailings have passed away.)

**Archives – Marie Tilson.** No report submitted.

**Nominating - David Grossman (via Sandy).** The committee met and selected a list of candidates for the 3 open officer positions. David has been contacting them to determine their willingness to serve, but it has been complicated by summer vacation schedules. He expects to have 3 candidates by the end of September. He is ready to undertake the digitization project and is contacting HQ for available information.

**Web – Katie Melville (via Sandy).** Has contacted next year’s new webmaster, Cynthia Matano and they will be getting together after Labor Day.

**Bayline – Judy Bolstad (via Sandy).** Alys and Heather have been helping her. Final issue of the year goes out in early October. Judy will continue as editor of *Bayline* next year.

**Vendor Relations – Richard Geiger (via Sandy).** Richard will be contacting people for the next program.

Heather mentioned we should all be asking people for donations for raffle prizes at the holiday party.

Sandy will send something to the chapter reminding folks about the upcoming elections.

We have declined about 20 members since last year.

The next Joint Executive Board/Advisory Council / turnover meeting will occur in late January. Date and location to be determined.

The meeting was adjourned at 7:06 pm.

Respectfully submitted,

Anne N. Barker

SF-SLA Secretary

SAN FRANCISCO BAY REGION CHAPTER, SLA

Executive Board Meeting

Tuesday, September 1, 2009

Townsend & Townsend & Crew LLP, Two Embarcadero Center, 8th Floor, San Francisco, CA

**In attendance:** Sandy Malloy; Mimi Calter; Cynthia Berglez; Rochelle Richardson; Heather Gamberg; Barbara Janis; Anne Barker

The meeting was called to order at 4:36 pm.

The minutes of the July Executive Board meeting were approved.

**Old Business.**

Anne – still needs to contact the potential new volunteer.

**Treasurer’s Report – Mimi.** She has not balanced PayPal since last event; we are now in middle of sign-ups for next event, and she doesn’t want to confuse matters mid-stream. So we actually have a little more money in that account than is reflected in the report.

**Balances as of 8/31/2009:**

Checking: $10,763.66

Pooled Fund: $41,678.79

PayPal: $1,584.81

Total Assets: $54,027.26

The PayPal account is still in Eris’ name; changing it is fairly involved so Mimi hasn’t done it yet. It makes more sense to wait until we have a Treasurer nominee and do all the changing then for the next 2 years. The account was originally set up so only the Treasurer can access it; do we want to open it up so the Programs people can go in as well to see the registration information?

Motion to add Heather Gamberg, Assistant Director of Programs, to the PayPal account. Motion passed.

Mimi and Heather will get together to go over the details.

We will also need to get Barbara’s name off the checking account, but that can wait until the next turnover.

Current loss for the year is $3,147.53. Our budgeted loss for the year was about $7,500, so we’re well ahead. We have finally received the chapter allotment from HQ.

Mimi will re-send the corrected Treasurer’s Report.

**Programs Report – Cyndi.**

**Heather’s program – The Role of Information Failure in the Economic Crisis.** Overall good post-program survey comments. The presentation was not exactly info-focused as expected, but it was still an interesting, well-received program. Had planned for 40 people, 48 registered with 2 no shows.

The next program is **Ward Bushee**. Cost is approximately $1,278. Projected to get about $800 in registration fees.

An interim vote was taken via e-mail on August 11th. The Board approved a member registration price of $25 for this event.

**Holiday Party.** City Club is way too high priced. At the Thirsty Bear, there is an expected $4,000 loss. This estimate includes a budget of $7 per person for giveaways. It does not include potential sponsorships. Menu looks good, but add more vegetarian and some vegan.

Cyndi will tinker with the menu.

Giveaways. Heather likes the calendar idea. Go for it. Just don’t go over a per person price of $7 with tax.

Sandy is hoping to solicit donated prizes. Heather will hit up businesses that she frequents. Sandy would like us all to hit up one vendor we use for a giveaway.

Sandy will send out information about our non-profit tax status and an info sheet about our anniversary.

Cyndi will work with Kelley and Heather to divide up remaining tasks for the party.

Cyndi and Heather will discuss giveaways and remaining details off-line.

**New Business.**

**New Award.** Barbara would like to establish a new award that can be for someone mid-career (not a Horizon or Professional Achievement award). Chapter Leadership Award presented annually to a chapter member or members in good standing who exemplify leadership as an information professional through examples of personal and professional competencies. This award will be available next year.

Motion to establish new Chapter Leadership Award approved.

Barbara will send award description.

We have a new webmaster for next year - Cynthia Matano. Katie Melville will work with her and will back her up next year so Heather can focus on programs.

**Complimentary registrations.** Who can we comp at programs? Currently, the President and Speaker are comped. Mimi really feels that Programs should get comped, too. But how far down do we go? At least the person who coordinates the program should be comped. Could specify President and 2 people (person who coordinates and registration person? someone from Programs and someone from Hospitality?).

Sandy feels anyone who has to be there for the program to happen should be comped.

Does this carry over to Professional Development and Tours?

Motion made to add up to 3 complimentary registrations for Programs (2 from Programs and someone from Hospitality). The 2 for Programs is flexible for each program and at the Program Director’s discretion to give to someone who is instrumental to the planning. 1 comp is available for Professional Development programs and Tours organizers. These are in addition to the President and Speaker who are currently comped. Motion passed.

Sponsorship Levels. Sandy noted that we currently give a free registration for an event with a $100 sponsorship. We should consider changing this next year, to raise it up to $150 minimum. Motion to change the minimum sponsorship level to $150. Motion approved.

Sponsorship amounts should be added to *Bayline*.

Rochelle will mention to Judy to add sponsorship levels to *Bayline*. Rochelle will send a request to Katie to add sponsorship levels to the web site.

The next Executive Board meeting is set for Wednesday, November 4th at 6:00 with a location to be determined.

The meeting was adjourned at 5:44 pm.

Respectfully submitted,

Anne N. Barker

SF-SLA Secretary

SAN FRANCISCO BAY REGION CHAPTER, SLA

Executive Board Meeting

Saturday, July 18, 2009

Sandy Malloy’s House, 4420 Albert Street, Oakland, CA

**In attendance:** Sandy Malloy; Mimi Calter; Cynthia Berglez; Rochelle Richardson; Heather Gamberg; Barbara Janis; Anne Barker

The meeting was called to order at 12:22 pm.

The minutes of the May Executive Board meeting were approved.

**Old Business.**

First quarter financial statements finally came in. In addition to our quarterly statement, they sent every chapter’s and division’s statements to every Treasurer. We’re doing pretty well comparatively. Pooled fund is invested in CDs and money market funds, not stocks, per the web site. Minimum balance is $500, as is minimum withdrawal.

Ribbons for nametags. Julie has them and we’ll start using them at next meeting.

**Treasurer’s Report – Mimi.** Bought Quicken 2009 to upgrade. The chapter has lost a total of $6,333.25 as of July 14th; this includes program losses and losses in the pooled fund. Allocation from HQ still hasn’t come in. Compared to budget, we’ve lost at a faster rate than if we spent evenly throughout the year, but without the allocation it is very hard to tell. Not too concerned. Allocation will probably cover what we’ve lost so far this year. Last year the allocation was $6,494.

**Balances as of 7/14/2009:**

Checking: $7,931.20

Pooled Fund: $41,678.79

PayPal: $1,231.55

Total Assets: $50,841.54

Mimi feels we should be underwriting more programs and benefits for our members. We have $40K that we don’t have plans for.

**Programs Report – Cyndi.** Heather’s calendar is awesome. The next program is August 4th, deadline to register is end of July. Has planned for 40 people, currently 20 registered.

An interim vote was taken via e-mail on July 7th. The Board approved a member registration price of $25 for this event.

Sent post to San Andreas, Baynet, and SJSU student and alumni lists. Anne will send to NOCALL list as well. Sandy would like everyone doing programming to remember to send to all these lists. Create a list on the wiki of different places we can post program information. Also add to procedures manual. Don’t have to send to every one every time, but good to have list available. Sandy’s wondering if we can get the event covered by the SF Chronicle to promote what modern librarians are doing.

Sandy will check in with Richard and ask if his new assistant ever made contact.

Ward Bushee program. We’re looking for a venue because the Chronicle location is under construction. Cyndi will try to contact the new Federal building. Other options: Elephant & Castle? Ferry Building?

Cyndi will ask contact at BayNet who they get to sponsor things.

Holiday party. Kelly & Cyndi are going on a field trip this week to check out 3 venues: Thirsty Bear, City Club, & Julia Morgan Ballroom. Will ask Catherine Ghent and hopefully the new Lexis Librarian Relations person for sponsorship. Heather has an idea for the take-home souvenirs: a calendar with pictures of libraries in the Bay Area. Give sponsors an empty day square. May be too late for this year, but could think this through for next year. Gives us time to take pictures of events throughout the year. Or could do a poster calendar that only has one photo, or a collage.

Heather will look at that option.

Rochelle is working on Anna’s Jazz Island as a venue.

**New Member Report – Rochelle.** She has sent list of new members to the Board, November 2008-June 2009. They are posted online on the membership Community of Practice web site. Now that we know the names, we can keep an eye out for them at events. She also sent the list to Julie Takata so she could note them at the nametag desk. Unit membership trend report – it is declining across most local chapters. 367 members in 2009, it’s 374 as of July. Membership association-wide: in June 2008 total 10,529, 10,588 in June 2009. Noted surge in memberships in April, probably for member rates to conference and the new tiered membership rates.

**Mentee Reports.**

**Tours – Anne Hall (via Cyndi).** Anne is thinking about another tour in the fall.

**Professional Development – Jana de Brauwere (via Rochelle).** Jana is working on a professional development series of 4, looking for venues. Has one speaker lined up – branding person that Dasha recommended. Waiting to hear back from transition management folks. Targeting Oct/Nov.

Rochelle will call Tori at Infocurrent for résumé doctoring session for professional development happy hour series.

**Ethics & Alignment Ambassador – Jan Keiser (via Rochelle).** Jan is doing both jobs. No real job description yet, but there will be a big push on alignment.

**Advertising/Sponsorships – Richard Geiger (via Mimi).** Hasn’t heard from Richard.

**Archives – Marie Tilson (via Barbara).** Nothing to report.

**Awards committee – Barbara Janis.** Sent e-mail to chapter soliciting award nominations. Should be meeting at end of month. The Board made a few suggestions for potential awardees.

Barbara will send a list of which awards are available. Board members should then e-mail her any other suggestions for awards.

**Bayline – Judy Bolstad (via Heather).** Working on next issue of Bayline. Nothing else to report

**Web – Katie Melville (via Heather).** Katie has re-design of web site in the works.

**Mailing - Ginny Woodis (via Anne).** Nothing to report.

**Reflector – Linda Yamamoto (via Anne).** The number of bounced messages from the reflector remains relatively high (17). It’s not a great time to send out messages because so many people are out on vacation at any one time. She gets about a dozen vacation messages per e-mail.

**Government Relations – Anne Barker.** Intersect Alert still going out weekly. The MAPLight program went well and she wrote it up for Bayline. Also wrote up the Public Policy Update from the conference. NOCALL has already contacted her about Sunshine Week next year.

Anne will contact potential volunteer that Sandy sent information about.

**Strategic Planning – Marlene Vogelsang (via Sandy).** Committee working on draft strategic plan over the summer.

**Nominating - David Grossman (via Sandy).** David will be reconvening the committee in July or August. Exact meeting date will be scheduled within a few days. The Board made a few suggestions for potential nominees.

Sandy will pass these names to David.

Board members should e-mail Sandy any other suggestions for nominations.

**New Business.**

Conference recap. Heard statements from national officers at chapter cabinet. All are committed to the alignment thing. Mimi thinks the name change thing is distracting people from the rest of the alignment. The name change is not really HQ’s centerpiece, but Mimi is frustrated that they haven’t offered anything else about the project. Name change is one part of the whole. Whole branding is going to be dealt with. Sandy hopes the project will give members the tools to craft a good résumé that is appropriate for non-traditional library jobs. Perception is reality. Must describe yourself in the words that resonate with the folks that are hiring.

West Coast Chapters Reception. Was good. Kathy did a nice job and sent out document after discussing lessons learned.

Sandy will send this document to the Board.

Future procedure - Cost per chapter is based on size of chapters. Proposal that all chapters will share equally up to $500. Above that, costs will be apportioned based upon number of chapter members. Can we cover 30% of the costs if costs go over the $500 threshold?

Board agrees. Motion passed.

Sandy will contact other chapters and tell them that we’re fine with it.

Brief report on viewing Hollywood Librarian. San Andreas bought the rights to show the movie and Patricia has offered it to us to show. Very public and very “librarian”. About 20ish people attended. Viewing it could be a good discussion starter r/ the name change.

San Andreas Chapter Event Budget Policy Statement. Discussed San Andreas’ Chapter’s new policy requiring events to break-even unless a deficit is approved in advance. The general sense of the Board is that our members need services more now and we should be spending the money on them. Sponsor students and new members; keep professional development as cheap as possible. This is an investment in our members and in our organization. This is our role.

Anne will forward the San Andreas e-mail to the Board.

Next Executive Board/Advisory Council meeting is set for September 1st with a location to be determined. Anne will check availability at her office.

The meeting was adjourned at 2:18 pm.

Respectfully submitted,

Anne N. Barker

SF-SLA Secretary

SAN FRANCISCO BAY REGION CHAPTER, SLA

Executive Board Meeting

Wednesday, May 6, 2009

Chevy's Restaurant, Two Embarcadero Center, San Francisco, CA 94111

**In attendance:** Sandy Malloy; Mimi Calter; Cynthia Berglez; Rochelle Richardson; Heather Gamberg; Barbara Janis; Anne Barker

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

The minutes of the March Executive Board meeting were approved.

Old business: The Nominating Committee’s proposed digitization project was approved by email vote of the Board. The Secretary has e-mail record of the vote.

**Treasurer’s Report – Mimi.** The chapter is still losing money in the pooled fund and our loss rate is still above our projected budget; however, we are still waiting on the chapter allotment from HQ so that money is not reflected in the report. Mimi also has not yet gotten the 1st quarter statement from the pooled fund, so the numbers are a bit stale.

Mimi will follow-up with HQ to find out when to expect the 1st quarter statement.

**Balances as of 4/30/2009:**

Checking: $9,404.74

Pooled Fund: $42,382.92

PayPal: $1,732.22

Total Assets: $53,519.88

Mimi brought up that the LMD board is discussing pulling some of their money out of the pooled fund and purchasing CDs instead. This is an option. The Executive Board does not think this is necessary or wise at this time. The market may finally be bottoming out, we would be selling at a low, and we have no immediate need for liquid cash. Mimi notes that, even though we have lost some money in the pooled accounts, it’s something in the range of $600 for the last reported quarter, and we’ve maybe lost a couple of thousand dollars so far.

Mimi will follow-up with HQ to find out if there is a minimum balance that we must maintain in the pooled fund and to see if she can find out what funds are being invested in.

Specific notice was made of the relatively good shape the Programs Committee is in, having lost less money than projected for the year thus far, although Heather noted there haven’t been many programs yet this year and we have a couple of expensive ones coming up.

The Board took a brief pause to eat dinner as it was served.

**Programs Report – Cyndi.** The next program is the joint program with the San Andreas chapter at SFO. Then in June is the MAPLight event at the UC Berkeley Faculty Club; the registration form was posted on-line yesterday. In August, Heather is working on an event with Yale Braunstein, a Professor at the School of Information at the UC Berkeley. Will do appetizers

instead of a sit-down dinner and try to get a lower registration fee since the June event will be on the high end.

Sandy mentioned that Kelley Shields is asking for results from past program surveys; she would like to create a spreadsheet of venue ideas mentioned in the surveys so that she will have a list of options from which to choose.

Rochelle will send Kelley information from the saved survey results.

In September, they are working with Richard Geiger on the Ward Bushee program at the SF Chronicle. The California Academy of Sciences tour is planned for the end of June. Anne Hall is planning on another tour in November, if possible.

The Professional Development program was small, but successful. There were fewer than the 10 required attendees, but Jana was able to negotiate with the speakers to keep the program on at the same price. The chapter either broke even or came out a little bit ahead on the event.

The Holiday/Centennial Party is planned for December. Let’s talk details.

Heather presented a list of options for the take-home souvenirs, including: bracelets, calendar cards, docu clips, cyber notes, cyber mirrors, sticky books, pocket sticky note caddies, Press N Stick calendars. Other ideas floated included flash lights, other emergency kit items, and boxer shorts. All agreed we should try to make the souvenirs useful/practical.

The Board approved a budget of up to $5/person for the souvenirs. Heather is in charge of procuring the goods.

Cyndi’s rules for the holiday party are 1) that there must be enough space that everyone who wants to come can come, and 2) everyone should get a little memento.

Venues being investigated:

1. Thirsty Bear – currently reserved for December 3rd.
2. Carnelian Room
3. City Club

Kelley would like a budget for the venue so she can better choose among those options. The Board estimates attendance of around 70 people, although 100 is possible.

The Board approved a motion to charge a flat rate of $20/person for the registration fee for everyone. The event will include cake and a champagne toast.

Kelley is looking at December 2nd, 3rd, 9th, or 10th. The San Andreas chapter party is December 8th. The Board agreed we should not host our event the same week, so Kelley should plan either the 2nd or 3rd.

The Board has a few questions/suggestions for Kelley before we can commit to a venue budget:

1. How many people can each location hold?
2. What are the cancellation policies of each? Can Kelley reserve all of the venues and wait until later in the summer to make a final selection once we have a better idea of how the chapter budget and sponsorships are looking?
3. Is there a minimum person guarantee requirement at any of the venues?

Cyndi will follow-up with Kelley on these questions.

Richard Geiger should start working on sponsorships for the event ASAP.

The Board discussed the idea of having a silent auction or raffle at the party. Decided a silent auction was too complicated. The Board opts for a raffle, possibly to raise money to sponsor student memberships next year. In addition to sponsorships, Richard should also ask vendors for raffle items.

Cyndi will follow-up with Richard on sponsorships and raffle items.

**New Business.**

Sandy requests that each Board member try to meet at least one new member at the next event. Yes, ma’am.

Cyndi suggested we have Julie Takata provide stickers for folks to attach to their nametags indicating: Board/Advisory Council, New Member (within the last year), and First Timers. The stickers should be pre-printed with these notations.

Sandy will follow-up with Julie to determine our options.

**New Member/Student Party.** San Jose State University has a break between August 7-20th. The semester starts on August 20th, with classes starting on the 24th. Heather mentioned the students might be more open to a weekend event or Friday happy hour. Suggest Rochelle look at August 21st or 22nd.

The Board approved the same registration fee structure as last year: $10/person, free for new members, students, and members bringing a new member.

The Board also approved the idea of raffling off three student memberships at the event – must be present to win.

**Reports from mentees.**

**Barbara:**

**Archives – Marie Tilson.** Past chapter president Marian Wickline has died. Marie will be writing an obituary for the next Bayline.

**Mimi:**

**Vendor relations – Richard Geiger.** Has a new committee member to help. This person will take over the committee next year.

**Heather:**

Nothing to report

**Anne:**

**Ginny Woodis.** Nothing to report.

**Reflector – Linda Yamamoto.** Linda has started a major clean-up project of the chapter listserv, deleting over 260 bad email addresses so far. Unfortunately a few spam messages have made it through in the past few days. Also, the number of requests to join from questionable addresses has jumped significantly. For example, there were 17 requests to join on October 11, 2008, while there were 71 requests to join on May 5, 2009. These addresses are questionable because the lyris software requires that potential members must send a confirmation message that they actually want to join the list, and none of these have.

**Rochelle:**

**Ethics Ambassador – Jan Keiser.** Is there a job description? Are there any subjects/topics she should follow-up on? What should she be doing?

Mimi related that she hasn’t done much as Ethics Ambassador for the IT Division. This position was the association’s idea, but they haven’t provided any guidance. Sandy mentioned that there has been nothing about the position on the leadership list. Barbara will contact HQ to see if there is anything we can use as a job description or procedures manual. If they don’t provide anything, Jan can just sit back and wait until she gets some instructions.

Barbara will follow-up with Linda Broussard to get any further direction on the position.

**Professional Development – Jana de Brauwere.** Program went well. Cyndi wrote the program up for Bayline. Jana just graduated from SJSU.

**Government Relations – Anne Barker.** The Intersect Alert is still going out weekly. The MAPLight program is coming up in June and she has been in contact with the speaker. She gets the occasional request from people to add non-chapter members to the distribution list; is this something the Board thinks she should do? No, this is unnecessary extra work. People can either sign up for the chapter listserv or they can visit the blog that is run as a mirror to the e-mail newsletter.

**Discussion of how to best deploy new volunteers.** Several people offered to volunteer for the chapter via the Strategic Planning survey. Sandy wants ideas for how to best engage them and what they can do. Agreed we need to give real, specific, and discrete examples: help with registration at an event, help plan holiday party, write event up for Bayline, take photos of events, etc.

Everyone should send Sandy a list of volunteer opportunities along with date the person is needed if applicable. (Event is this date, need someone to do nametags, help set up, etc.)

**Awards Committee – Barbara Janis.** Currently consists of Chris Orr, Marie Tilson, Cyndi Berglez, and Tamara Horacek. Also going to ask Judy Bolstad and Michael Sholinbeck. Request

to make David Grossman ex-officio member of the committee since he has so much member information as part of nominating committee. Especially with the new digitization project, we should make good use of the records.

Motion to add Nominating Chair as ex-officio member of Awards Committee approved.

Barbara is sending out committee procedures to Board members and committee chairs to edit and approve.

Next Executive Board meeting is set for Saturday July 18th at Sandy’s house.

Sandy will send address and directions.

The meeting was adjourned at 8:05pm.

Respectfully submitted,

Anne N. Barker

SF-SLA Secretary

SAN FRANCISCO BAY REGION CHAPTER, SLA

Joint meeting of the Executive Board & Advisory Council

Wednesday, March 18, 2009

Townsend and Townsend and Crew, Two Embarcadero Center, San Francisco, CA 94111

**In attendance:** Cynthia Berglez; Rochelle Richardson; Heather Gamberg; Marie Tilson; Barbara Janis; Sandy Malloy; Anne Barker; Kelley Shields; Linda Yamamoto; Jana de Brauwere; Dasha Dekleva

The meeting was called to order at 6:15 pm.

**Announcements**

The IT Division is accepting applications for the 2009 Outstanding Technology Programming Award.

Great Ideas Showcase at SLA 2009 – any ideas for a poster at the poster session? Do we want to take the year off?

Unless we can think of something more innovative than simply posting photos from programming events, we should hold off. Perhaps we could figure out a way to do a poster that incorporates the soon-to-be discussed Jobline Twitter feed.

The minutes of the January Joint Executive Board/Advisory Council meeting were approved.

**Executive Board Report**.

**Programs Report – Cyndi Berglez.** The Neighborhood Dinners are happening in April;

Heather will put together a collated list of the events for the web site even though minimal information might be available – location, date, and contact information should be sufficient.

A joint meeting with the San Andreas chapter will be May 21st at the SFO Airport Museum; it will be a panel of members in our chapters that have served at the association level discussing things the chapters and HQ can do for us. The panel will consist of Deb Hunt, Richard Geiger, Cindy Hill, and Libby Trudell. Early June (probably the 3rd) will be a MAPLight.org presentation in the East Bay – either at the Jazzschool or the Faculty Club, UC Berkeley. SF Chronicle editor Ward Bushee is scheduled for September in the East Bay.

Marie Tilson (Archives/Centennial Committee) Took a trip down memory lane, recalling 1974 50th anniversary was a 2-day conference along with Pacific Northwest Chapter. It took several years to plan. Nothing again until 65th anniversary – had members from each decade talk (1930s-1980s). Another event for the 75th anniversary. For the 80th anniversary, Barbara did an event at the Society of California Pioneers to which several past presidents came. Traditionally, past presidents come as chapter guests. Perhaps we should wait until chapter 90th or 100th to have a big party? It loses its luster if it is done every 5 years. And economy makes it more challenging anyway. Let’s hold off on a big celebration for the 85th anniversary this year. We can still combine a holiday party and mini-celebration of the association’s Centennial.

**Treasurer’s report – Mimi Calter (via Sandy).** – We’re in the red right now, but we should be getting more money from HQ soon for our chapter allotment.

West Coast Reception – We realized this was not actually decided at the Executive board meeting. The average financial commitment from other chapters is $300. We will commit $300 for the reception pending Mimi's OK. UPDATE: Mimi OK'd this amount the day after the meeting.

Sandy will advise other chapters.

**Committee Reports**

**Professional Development – Jana de Brauwere.** Holding a professional development seminar on April 20th from 9:00-1:00 at the Mechanics Institute – small workshop for 25 people. Led by BST America consulting firm. Program Title: Successful Contract Strategies and Negotiation Tips for Electronic Content Purchase. They will cancel the event if there are less than 10 registrants. Registration fees will be split with the presenting consultants. Registration fees will be: $100/members, $125/non-members, $75/students and unemployed. We can promote this as a way to save organizations money so hopefully people will get support from their employers to attend. Materials for study will be sent out before workshop.

**Jobline – Kelley Shields.** Dasha and Kelley are trading off every 2 months; Dasha just took over. Had a bunch of postings the first month Jobline switched back to the SF chapter, but only a total of 6 since the beginning of the year. They have had one re-post. Kelley is creating a Twitter presence for Jobline to push new job listings out. Still testing.

She will let us know when it is working and we can decide how to advertise the new feed.

Kelley will also add the new feed to the Twitter account listing on the wiki.

Dasha also suggested we should add a note at the bottom of job postings for applicants to mention that they saw the job on Jobline.

**Reflector – Linda Yamamoto.** Linda will be on vacation tomorrow through next Wednesday; things won’t be posted as quickly as usual, but she will still be posting. There are 364 reflector members, but 11 bounce. 5 to 6 e-mails are sent per month but this number is going up. HQ is sending her more stuff (2/week) to be sent out. She might need to create a separate e-mail list for people who are interested in conference-related announcements because it is going to get higher as the conference approaches. The discussion list has 410 members according to HQ, and Linda gets about 5 requests to join a month. About 7 messages are sent out per month.

**Archives – Marie Tilson.** Marie is getting deluged with HQ e-mails because they can’t seem to find anything in their own archives. They are now looking for pictures of past presidents of the association, but west coast chapters are not on the list to provide photos. HQ is converting division and chapter histories to microfiche and now they can’t find the information. A collective sigh rose from the table.

**Government Relations – Anne Barker.** The Intersect Alert is still going out weekly. Yes, it is Sunshine Week; no, we are not having a program. Due to scheduling difficulties, trouble

coordinating a joint program with the San Andreas chapter, and other circumstances beyond her control, Anne was unable to pull a program together for Sunshine Week this year. She will send an e-mail out on Thursday that includes information on accessing the national webcast on Friday. She will also write an article for Bayline about the webcast. On a brighter note, the speakers from MAPLight.org she had planned to have present at a Sunshine Week event have been re-scheduled to speak in early June in the East Bay. The event is being coordinated between Programs and Government Relations.

**Nominating - David Grossman (via Sandy).** David will activate the committee in April and he plans to finish nominations on time. He is not planning to start the electronic conversion project until after nominations are done.

Anne suggested, since it takes a while to get requested information from HQ, David should perhaps start requesting the member data now and follow-up as needed.

Sandy will request that David pursue this course.

Rochelle is not getting new member lists from HQ. Heather noted her member profile has not changed to reflect her current position.

Heather should contact Kim Ricter to get member profile changed.

Rochelle will contact HQ to be sure she’s getting the new member lists.

**Strategic Planning - Marlene.** Marlene has finished the survey. We should look at the results on Survey Monkey.

Sandy will request that Marlene provide an interim report by the May Executive Board meeting.

No other committee reports were submitted.

The next Joint Executive Board/Advisory Council meeting is set for September 15th with a location to be determined.

The meeting was adjourned at 7:10 pm.

Respectfully submitted,

Anne N. Barker

SF-SLA Secretary

**\* DRAFT \***

**Special Libraries Association**

**San Francisco/San Andreas Chapters**

**Joint Executive Board Meeting**

**February 17, 2009, 6pm**

**Redwood City Public Library**

**1044 Middlefield Road, 2nd Floor Meeting Room**

**Redwood City, CA**

**In attendance**

Leslie Fisher, President

Helen Losch, President-Elect, San Andreas

Luisa Tosi Claeys, Treasurer, San Andreas

Mimi Calter, Treasurer, San Francisco

Patricia Parsons, Program Director, San Andreas

Heather Gamberg, Asst. Program Director, San Francisco

Alison Finch, Secretary, San Andreas

Anne Barker, Secretary, San Francisco

George Plosker, Strategic Planning

**Absent**

Jean Bedord, Programming Director-Elect, San Andreas

Cynthia Berglez, Director of Programs, San Francisco

Barbara Janis, Past-President, San Francisco

Joe Langdon, Past-President, San Andreas

Sandy Malloy, President, San Francisco

Rochelle Richardson, President-Elect, San Francisco

The meeting began at 6:06 pm.

**Welcome and Introductions**

**Approval of Minutes from Previous Board Meeting**

It was noted that San Andreas had responsibility for the Jobline in 2008. After clarifying chapter responsibilities as recorded in the February 26, 2008 minutes, the minutes were approved with corrections.

**Old Business**

Reviewed “Other Business” from last year’s meeting. Mimi reported that Stanford Library’s Second Life Island still hasn’t gone live yet.

Discussed availability of WebEx for virtual meetings.

**Joint Chapter Planning**

San Andreas and San Francisco chapters split costs/expenses for co-sponsored events but the hosting chapter handles sponsorship. A brief discussion ensued about how the chapters’ responsibility sharing process had been derailed in the past.

SF hosts the Jobline in 2009 and 2010.

We missed the deadline for getting on the roster for sponsored visits (for example, Gloria Zamora). The deadline is mid-January and Leslie will make sure this deadline is communicated to the next chapter president. Talks have begun with Anne Caputo (SLA President-Elect) as a possible speaker for the next Joint Chapter meeting.

Leslie reported that plans are underway for a Centennial Celebration panel discussion with local SLA luminaries sometime around May 21st. The Centennial Celebration display would cost over $1,500 to have it shipped out here.

SF is planning a professional development workshop in late April with Carol Ginsburg of BST Consultants. SF Neighborhood Dinners are planned for early April.

Patricia reported that SA is planning a “Business Case for Twitter” event on March 11. The year end meeting is tentatively set for December 8th but no other details are available. Patricia is also looking at early November for a taxonomy workshop and perhaps taking advantage of speakers who may be in town for the Internet Librarian Conference. Suggested speakers include Marjorie Hlava, Tom Reamy and Daniela Barbosa.

Patricia mentioned that the end of July or early August is a good time for a Joint Chapter meeting because venue rates are cheaper and it would be easier for SF members to attend during this time as traffic is lighter during the summer months.

Discussion about where to hold events ensued. Patricia reported having attended an “un-conference” at the Computer History Museum which was very nice. The group discussed showing movies somewhere on the Stanford campus and George mentioned the Dolby Theater in San Francisco as another possibility for a showing of “Hollywood Librarian.”

**West Coast Chapter Reception**

Rocky Mountain Chapter has asked West Coast Chapters to consider a change in scope to create a Western Chapters Reception. The hosting sequence was reviewed. San Diego has responsibility this year. Neither SA nor SF is responsible for the next year’s reception. Leslie asked for input. It was suggested that we simply wait until they reach out.

**SLA Leadership Code of Responsibility Forms**

Forms are mandatory for all Board members and strongly recommended for Committee Chairs. All present were urged to fill out the form as soon as possible and fax, email, or mail it to Headquarters. The form is available on the main SLA site and should be filled out every year that one serves as a Director or Executive Board member. SF is all covered.

**Student Outreach**

Leslie reported on her student outreach efforts with SJSU and Jane Fisher. Currently, there is no student chapter of SLA. It was noted that the past student liaison role was not as successful as having a dedicated faculty liaison. Jane Fisher has identified a faculty liaison and has suggested an archival project for students capturing a chapter panel discussion.

Currently, SF does not have a student liaison. Discussion about outreach to SJSU where so many students plan to go into public or children’s librarianship. George mentioned that he has contacts at UC Berkeley and linked student outreach to strategic planning. Also discussed reaching out to Drexel, Syracuse, University of Illinois and other library schools which might have distance ed students in the Bay Area.

Student Outreach needs a budget. Suggestions include giving students 1 year’s free membership ($35) and free attendance. A cap might be needed such as the first 100 students get a free membership.

**Review of Dates**

SA – Twitter in Business (March 11)

SA – Neighborhood Dinners end of June (June 25th to July 1st, Thursday through Wednesday)

SF – Professional Development Workshop late April

SF – Neighborhood Dinners early April

SA/SF – Joint Panel Discussion/Centennial Celebration (May 21st)

SA -- Taxonomy Program (early November)

SA – End of Year Meeting (December 8th)

SA/SF – Joint Chapter Meeting with Anne Caputo (end of July to early August?)

**Other Business**

Leadership roster handed out

Business cards

Stamps

**Action Items for 2010 Board Meeting**

\_\_\_\_ Review SF/SA responsibilities for Jobline, Joint Chapter Meeting Planning, Joint Executive Board Meeting Planning and clarify splitting costs

\_\_\_\_ Ensure incoming presidents are aware of mid-January deadline for scheduling association speakers

The meeting was adjourned at 7:40 pm.

Respectfully submitted by,

Alison Finch

Secretary, San Andreas Chapter SLA

February 2009

**SAN FRANCISCO BAY REGION CHAPTER, SLA**

Joint meeting of the Executive Board & Advisory Council

Tuesday, January 27, 2009

PG&E's Pacific Energy Center, 851 Howard Street, San Francisco, CA 94103

**In attendance:** Mimi Calter; Cynthia Berglez; Rochelle Richardson; Heather Gamberg; Marie Tilson; Tamara Horacek; Barbara Janis; Sandy Malloy; Anne Barker; Kelley Shields; Richard Geiger; Judy Bolstad; Linda Yamamoto; Marlene Vogelsang; Katie Melville; Dasha Dekleva; Jana de Brauwere; Anne Hall; Julie Takata

The meeting was called to order at 6:09 pm.

Introductions all around

Regarding minutes of October Executive Board/Advisory Council meeting, Anne Barker noted she has to correct the spelling of Michele Finerty’s name.

The minutes of the October Joint Executive Board/Advisory Council meeting were approved with this correction.

**Executive Board report** – Sandy noted the decision to keep our program fees flexible for now, allowing for dinner meetings to be more expensive than other programs, and waiting to see how cost-effective we can be in our event planning before making firm changes.

**Leadership Summit announcements** – Richard Geiger won John Cotton Dana award; ClickU is now free, except for certificate programs; Alignment project – finally taking this somewhere. There’s a link to the project description on the SLA site - it’s an initiative to brand ourselves as an organization and define ourselves and our value to our organizations; sample vision statement: “[SLA] leads the information profession into the future by promoting its members as invaluable assets to their organizations. We will continually empower our members to be knowledge leaders who actively contribute to and drive the success of their organizations.” The project largely deals with language that tested well at focus groups vs. that which did not – librarian did not test well; Centennial planning – any volunteers for chapter party planning committee notify Cyndi; cost cutting initiatives: no salary survey in 2009; no raises for SLA staff; Info Outlook cut from 12 issues to 8; HQ is operating on a shoestring, requests to HQ are going to take a while.

**Treasurer’s report – Mimi Calter.** Council members were sent a copy of the report for this month, including expenditures for 2008. The Annual Report to be sent to HQ later this week – comments/questions let Mimi know.

Council members were also sent budget request form for 2009 – need it filled out and returned by each committee (using a generic form, each committee chair needs to fill it out for themselves; use the budget numbers on the form from last year to come up with a budget request for this year; expense categories are mandated by HQ because we are ONE entity for tax purposes – use the categories available on the budget request form – we can create sub-

categories which Mimi has used liberally so we can track by committee and HQ can track by category).

Completed budget request forms are due from all Chairs to Mimi by Valentine’s Day.

There has been a small revision to the check request form with the addition of an expense category line item. Please include the appropriate category in your request so Mimi doesn’t have to guess anymore. Mimi will let you know if she disagrees with your guess.

Heather noted that the Web committee is not represented on the form – typically no expenses, but. . . Mimi concurred that the Web committee doesn’t have an expense category tied to it, probably because there haven’t been any past expenses. If the Web committee will have a budget, let Mimi know, fill out a form, and Mimi will create a sub-category for it.

**Programs Report – Cyndi Berglez.** Joint meeting with BayNet next month; March is Sunshine Week; April neighborhood dinners; Ward Bushee program sometime in spring in the East Bay; another idea, Deb Hunt – what she learned rolling out the 23 Things, may morph into a panel discussion of what chapter members who hold association-level position have done; any centennial ideas – please help! Any other ideas, send them to Cyndi.

**Committee Reports**

**Archives – Marie Tilson.** She can’t leave until she gets the archives organized, but she is determined this is the year. Using archives steadily for nominations. Tamara asked about the online index for Bayline as it impacts other things (there is a gap in the index – she thinks it is a 10-year gap – making it difficult to find current articles written by chapter members when looking for nominations). Marie wanted to improve upon the current index before implementing online activity, so it has been delayed – it will get done this year.

**Web – Heather Gamberg/Katie Melville.** No report, it’s there, let them know if anything needs to be changed. Katie is now attached to sfsla e-mail address for webmaster; Heather will give password tonight and Katie can check it tomorrow; Kelley asked for confirmation that only Jobline and Web are posting content to the web site – yes.

Is there a master style sheet to coordinate pages? Not so much, Kelley will discuss possibilities with Katie.

**Jobline – Kelley Shields.** She and Dasha are working together this year, they have decided to alternate the job between them every 2 months so they can both learn all aspects of the job. They got 4 new job postings the week our chapter took it back from San Andreas. Kelley wants to market the list to people posting on other job sites. Jobline is updated as jobs come in. There was a word limit for postings, but Kelley would like to rescind this and not have a limit. Jobs are posted for 6 weeks or until asked to take it down by the employer.

**Professional Development – Jana de Brauwere.** Jana wants input from everyone for program ideas or something we would like to see done; has list of suggestions already, but would like more. She will be meeting with Erin tomorrow to discuss turnover issues.

**Hospitality - Julie Takata.** If anyone comes across a good venue for an event, forward to Julie; has been lucky so far as programming has selected lots of sites. Cyndi thinks we should have a database of venues we’ve used in the past and ideas for places; Barbara thought we had one, Mimi didn’t think so - she just used past issues of Bayline to harvest ideas, Rochelle wanted to list locations in the Wiki, but never got to it. Kelley asked about responsibilities of Hospitality. Mimi clarified they deal with event logistics, but Hospitality and Programs usually work together. Kelley mentioned using the Convention & Visitors' Bureau to find venues. She has big file of things people sent her from her foray into finding a venue. Sandy mentioned that restaurants are advertising meeting spaces and it might be a good time to negotiate for good rates this year. Katie asked what are requirements for venues. Cyndi replied that locations ideally have public transit access and parking, they try to shift venues to cover whole region, would love input on venues in the East Bay, it’s best if they have a range of prices, and vegetarian options are a must. Mimi also noted that locations need to hold about 70 people.

**Bayline – Judy Bolstad.** First issue coming out next week, everything is going smoothly.

**Tours - Anne Hall.** Nothing set up yet, first priority is to do California Academy of Sciences as there has been overwhelming interest – set up for late spring if possible. Also wants to do an East Bay tour. She has some ideas from past suggestions, send her more ideas that she can add to her list. We can try voting on tour options as lots of suggestions have built up over last few years. Sandy offered Survey Monkey if wanted. Tours are site visits so there is a cap for attendance. Cyndi asked if the Internet Archive tour is an annual thing. Anne replied that they have a very small capacity for that tour which is why the same tour was offered twice – there was a large interest from the membership. But they won’t offer it again since there are so many other places to go. 2 tours/year is what they’ve been doing. Promises 2, maybe we’ll do 3. Heather reminded everyone that with the “new” calendar year schedule, summer is no longer off limits. Students are around in summer and they love tours.

**Reflector – Linda Yamamoto.** Thanks Stella Ota for sending out the last announcement while Linda was at ALA Midwinter. 23 notices have been sent since October; about 5/month is about all the membership will accept. Getting a lot more e-mail bounces – Linda thinks it is a reflection of the economy. Still occasional spam messages from members of the list; Linda bans those e-mail addresses – most joined several years ago – there are lots of addresses Linda can tell are spam bots.

Sandy – mentioned lower tier of SLA membership dues for folks making under $18,000/year.

**Vendor Relations – Richard Geiger.** He has noticed a softening in vendor sponsorships, although Marlene got a good sponsor with EOS for the holiday party. Has had some dropouts last year and revenue has gone down. Losing a few advertisers, but not gaining any. Let Richard know if you have any suggestions, and he will go after them – or you can if you know them. Heather asked if we have sponsors for the February meeting. Richard didn’t even know about it until a couple of days ago, but he will get on it tomorrow. E-mail trouble.

**Awards - Tamara Horacek.** The chapter has 3 awards that could be given each year. We did not give a Student Award last year because there weren’t any nominations. If you have nominations, send them to Barbara. The Horizon Award is going to Heather Gamberg – she’s been with the chapter for less than 5 years and has shown skills. The Professional Achievement Award is going to Elyse Eisner. Eisner and Gamberg will be featured in articles in next Bayline, and both will get awards at the February dinner meeting. Tamara mentioned there are lots of chapter members who have been members for just over 5 years and so not eligible for the Horizon Award; she would like to do something to honor these members as well. They also submitted 2 nominations to HQ, one of which was for Richard’s John Cotton Dana award. They want to put in another nomination for a top level award as well as for fellows this year. Marie mentioned that they have learned it’s easier to do the application if you collaborate with another group to do the nomination – for Richard’s award they submitted a joint nomination with the News Division.

Sandy – learned at summit - A unit is either a chapter or a division.

**Mailing - Ginny Woodis (via Anne).** She is still mailing out 8 copies of Bayline, including the archive. Will there be any special mailings that she needs to include in the mailing committee budget this year? Heather wondered if we would want to do a special mailing for the centennial. Mimi – we’ve done it before, but it’s annoying. Sandy says logistically and expense-wise, no.

**Government Relations – Anne Barker.** Intersect Alert is going out weekly on Mondays. Planning Sunshine Week event. NOCALL seems to have decided they will do an event in Sacramento and will not commit to a video conference with San Francisco region. So Anne is hoping to co-host with San Andreas this year instead and is in contact with Leslie Fisher about this possibility. Anne solicited assistance in case co-hosting falls through. Cyndi & Richard have volunteered to help. Richard also suggested Dick Rogers, now retired from the SF Chronicle, who is active in the First Amendment Coalition. National webcast will be on Friday, March 20th. If we are going to watch the webcast as part of the event we will need to plan our event for the week after Sunshine Week. Noted post-event survey last year - respondents did think it was worthwhile to watch national webcast as a group rather than just watching it from their own computers. Anne also announced that she has been appointed to the Public Policy Advisory Council for 2009-2011.

**Nominating - David Grossman (via Sandy).** Put together 2009 slate last year and will begin 2010 officer selections in April with the goal of having the slate finalized by the Annual Conference. David has proposed to digitize member records; this will need to be approved by the Executive Board. If any Chairs need committee members, tell David and he will identify members to contact. Baseball season is right around the corner – plug for Baseball Caucus.

**Strategic Planning - Marlene.** She has a member survey drafted and will use the results to develop a strategic plan going forward. The Executive Board wants to tweak a few things, then Marlene will send it out via Survey Monkey. She thinks the comment areas will be very useful, so please use them. It is anonymous. Marlene plans to have the strategic plan finished by the end of baseball season. The survey will likely be posted for 3 weeks.

Marlene will give Executive Board and Advisory Council access to the survey results.

Sandy will re-send the link to the survey to the Executive Board and Advisory Council for review.

Following the meeting, outgoing and incoming Chairs should meet with each other to discuss any remaining turnover details. Everyone should look at the roster before leaving to be sure it is correct.

Next Joint Executive Board/Advisory Council meeting is set for March 18th with a location to be determined.

The meeting was adjourned at 7:15 pm.

Respectfully submitted,

Anne N. Barker

SF-SLA Secretary

**SAN FRANCISCO BAY REGION CHAPTER, SLA**

Executive Board Meeting

Tuesday, January 27, 2009

PG&E's Pacific Energy Center, 851 Howard Street, San Francisco, CA 94103

**In attendance:** Sandy Malloy; Mimi Calter; Cynthia Berglez; Rochelle Richardson; Heather Gamberg; Barbara Janis; Anne Barker; plus Advisory Council observers – Kelley Shields; Marie Tilson; Tamara Horacek

The meeting was called to order at 4:40 pm.

Regarding minutes of October Executive Board meeting, Mimi noted she has made zero progress toward updating the Treasurer’s manual, but it is still an action item for her.

The minutes of the October Executive Board meeting were approved.

Everyone present had a copy of the roster; any corrections should be noted and given to Sandy.

Sandy will re-distribute the revised roster.

Tamara committed to staying on Awards Committee this year.

**Nominating Committee.** Sandy presented this year’s Nominating Committee in David Grossman’s absence. The Nominating Committee now consists of: Angie Brunton, Elyse Eisner, Leslie Fisher, Lauri Flynn, Richard Geiger, Rosemary Hardy, Amelia Kassel, Vivian Kobayashi, Jaye Lapachet, Mark Mackler, Joe Morganti, Wess-John Murdough, Linda Vida, Marlene Vogalsang, Karin Zilla. The Nominating Committee membership was approved.

**Advertising/Sponsorships.** Our current advertising rates are as follows: business card size - $40/$180 (single issue/5 issue); ¼ page - $85/$383; ½ page - $135/$608; Full page - $250/$1125. Research was done last year that determined these rates are comparable to those of other organizations. Our advertising rates for the year were approved without changes.

Our current sponsorship levels are $100 for a table top display, $300 to hand out literature, and $500 to speak for a few minutes at an event.

These rates need to be put on the web site

Discussion item from last year still to be resolved – should the sponsorship rate for student-oriented events be lowered to $100 to pass out literature? People tried to remember the details of previous discussions and determined there had been a one time exception made for the new member reception last year, but it was not intended to persist for other events. The Board is concerned that such a move would dilute the value of sponsorship. It was determined that employment agencies should be specifically invited to sponsor student events at the $300 level since there would be students in need of their services and it was a more targeted audience.

The current sponsorship rates were approved with no alterations for now.

**Bayline** - Copy deadlines and publication dates are the same as last year. Schedule approved.

The San Andreas Joint turnover meeting is scheduled for 2/17 in Redwood City.

**Leadership Code of Responsibility** – everyone turned in a signed copy at this meeting.

**Treasurer’s Report – Mimi.** The chapter lost $8,000 last year and had budgeted to lose $6,000. Most of the loss was attributed to the financial market downturn. We lost more than $5,000 in pooled fund; if not for these losses we would have actually lost less than was projected.

**Balances as of 12/31/2008:**

Checking: $14,213.68

Pooled Fund: $42,382.92

PayPal: $578.19

Total Assets: $57,174.79

The chapter has more than $50,000 among our various accounts, but we can’t lose $8,000 a year on a repetitive basis and there is no way to predict what the pooled fund will do this year. So, we need to consider re-thinking our event registration fees and underwriting of programs.

Regarding program registration costs, it is felt that the $25 registration fee ceiling is over. We should consider planning more hors d’ oeuvres meetings instead of dinners; keep the programs simple, try to draw on membership for speakers so no speaker fees; control costs that way. Networking events without programs attached have lower costs. Question asked: Are networking events getting good results in the program surveys? Rochelle affirmed that yes, members seem to like networking events. It was also suggested that hors d’ oeuvres programs by their nature allow for more networking time before the program begins anyway, as opposed to dinner programs – best of both worlds. We can also avoid catering costs by keeping the food very simple.

Sandy noted that many restaurants are advertising their private meeting spaces right now. We should use the bad economy to our advantage; negotiate and play hard ball this year on rental costs. Mimi suggested we just not make a big announcement to the membership about prices, keep them as they are and see what we can do about spaces and speakers to keep costs down. Members will want to keep costs down in current climate as well. Marie would like there to be sure at least one sit-down dinner a year. Sandy and Mimi concurred that we should have different price structures for different types of programs – dinner programs will just cost more than other types of programs.

Sandy also suggested we could charge more for a Centennial party which is a special event. Marie mentioned that we could forgo the holiday party and give the money to a charity instead; this has been done in the past.

Board approved the following plan for program registration fees: We will plan events as cost effectively as possible and see what kind of registration fees are needed for each event. We will not charge less than $25 for programs; if we can do programs for less than this, we can use any overflow to help subsidize programs that cost a bit more. We will keep the sliding scale surrounding the member price for students, unemployed, non-members.

Rochelle asked what “bank charges” means on the 2008 by month Treasurer’s Report. Mimi replied that is mostly PayPal fees. If there were any Washington Mutual charges they would go there, too, but we don’t usually get those charges. Credit card fees would also go there, but we don’t have those anymore due to PayPal use.

Mimi continued on (and on) – It is time for her to send the Annual Report to HQ. HQ requires that someone audit the report, but this is just a one-page form that says it’s been reviewed and is okay. Do we want to get an auditor or can Mimi use her assistant? At Leadership Summit, HQ said they don’t care who signs it; it is also thought is can be an SLA member as long as the person is not on the Executive Board.

Mimi will have her assistant sign it since that seems to be all that’s necessary. Tamara offered to sign if necessary.

The Finance committee was dissolved last year and rolled it into Treasurer because all they did was put together the budget request forms. Mimi spent the weekend working on them, but they died with a flash drive. So new format and better approach – generic budget request form. Every committee fills out their own info. A list of past expenditures for every committee is included at the bottom of the form, along with a complete list of income categories. These categories are mandated by HQ – Mimi has hacked Quicken to follow HQ’s rules and still meet our needs to know numbers by committee. Everyone should fill it out and use the categories in the list. If alternate categories are necessary, ask Mimi and she will add it to Quicken.

Mimi needs budget requests by February 14th.

Also Updated Check Request Form – Mimi added a line item for expense category so she doesn’t have to figure it out for everyone else; pasted expense category list to it as well. Check requestor needs to pick their own category from the approved list.

Sandy needs to send Rochelle everything she has sent so far as her e-mail address has been challenged.

Nominating Committee sent check request to Mimi after the 30 day time limit. They had sent an invoice on time, but no form; there was a miscommunication within of the Committee. – Motion to approve a nominating committee expense request after the 30 day time limit was approved.

**Programs Report – Cyndi.** The next program is joint BayNet meeting; Mimi will be speaking about Stanford/Google relationship. Next after that is the neighborhood dinners. Richard Geiger suggested getting Ward Bushee, new SF Chronicle editor, to speak at a spring event. Another idea – Deb Hunt to talk about learning process of rolling out the 23 Things; perhaps roll in other members who have association-level positions and include 23 Things in that program? Not sure, still working on it.

That’s all they’ve got so far, other than the joint meeting with San Andreas. Confirmed that the hosting chapter plans the event and gets sponsorships, but both chapters split revenue and expenses. It’s San Andreas’s turn to host, so yay! Nothing planned for March, but Anne teased a Government Relations program for Sunshine Week.

New York people Bill Norlander and Carol Kinsberg will be here in April – do we care? They will be here for something else (speaking at a Conference Board meeting), and they offered their services for free at a program meeting if we want them. People were confused.

Sandy will re-send the info to Programs.

Mimi mentioned that if we want them to do an April program we could re-schedule the neighborhood dinners to a later month.

**Memorial donation for Betty Roth**. Marie explained current situation. Roth was the winner of the first professional achievement award for our chapter; long-time member, chapter president, also active in Petroleum Division. Talking to Elaine Thompson (another past president); she said Betty’s son was trying to figure out an appropriate memorial – thinking about SLA’s scholarship fund. There’s no obituary yet; Marie will get back to us when she knows anything else.

Discussion tabled until that time.

**Do we want to sponsor a chapter in a developing country?** Mimi and others think we already have a twin chapter somewhere, but no one knows where.

Sandy will check with HQ to see if we already have a neglected sibling.

**SLA’s Campaign for Tomorrow Donation Matching - Mimi (again).** Mimi

mentioned that only one person has contacted her that they donated. Anne thought she’d e-mailed Mimi, too, but needs to re-send. No other messages need to be sent to the membership.

**Strategic Planning Survey** – Motion to approve Marlene’s survey. Questions came up about a few items. Under #25, dinner vs. hors d’ oeuvres – Barbara found this confusing - it was clarified and no changes are necessary; Anne – clarified what “Web topics” means under #13. Can this wording be changed?; Rochelle - #38 has 2 “Others”; Also in tours section there is a question about preference for time of tours - can we add a similar question to the professional development section?

Marlene will talk to Rochelle about what she wants to see there.

Executive Board will wait to approve the survey until these minor changes are done – will vote by e-mail.

Next Executive Board meeting is set for March 18th with a location to be determined.

The meeting was adjourned at 5:36pm.

Respectfully submitted,

Anne N. Barker

SF-SLA Secretary