**San Francisco Bay Region Chapter**

**Meeting Minutes 2011**

SAN FRANCISCO BAY REGION CHAPTER EST.1924

Executive Board Meeting

Monday, November 14, 2011

Ropes & Gray

3 Embarcadero, 3rd Floor

San Francisco, CA

**In attendance:** Cynthia Berglez (President); Mimi Calter (President-Elect); Rochelle Richardson (Past President); Craig Griffith (Director of Programs); Hilary Schiraldi (Assistant Director of Programs); Heather Gamberg (Secretary); Anne Barker (Government Relations Chair)

The meeting was called to order at 6:07 p.m.

The minutes of the September 12, 2011, Executive Board meeting were approved.

**Treasurer’s Report.** Monica provided these key numbers:

**Balances as of 11/12/11:**

Checking: $5,738.92

Pooled Fund: $50,235.21

PayPal: $182.54

Total Assets: $56,156.67

**Assisting SLA.** Anne said there is a push to make HQ solvent. To help, some divisions sponsored events that would have been incurred costs for the annual conference. SLA wants to do the same for the Leadership Summit. Anne thought it would be worth discussing if the SF chapter wants to step up. Mimi thinks we have a good amount in the Pooled Fund. The board decided that the chapter can provide a $1,000 sponsorship for the appropriate public-facing event at the Leadership Summit.

Anne will talk to her contact about the possibilities and report back options to the board.

**Membership.** As of October 4, we had 341 members, four of which are new. The new member reception drew 21 attendees. Mimi sent a follow-up email to attendees about our upcoming schedule and volunteer opportunities.

**Awards.** The Special Projects awards are in the pipeline. Anne Hall had an idea to ask past recipients for nominations. Marlene Vogelsang and Tamara Horacek had an idea for a mentoring award for a certain member and the board wants to have a better idea of what the award entails.

Rochelle will ask Marlene and Tamara to write up a description and proposal. 2

**Programs.** The holiday party is coming up in December. Craig thinks it would be good to have an outline for someone to put on their own program, like Sara Dudley did this year with Cuba program. We need to be more clear about the division of duty between Programs and Hospitality.

**Bayline.** It was suggested that it may be a good idea to roll Bayline into the web site instead of having it as a separate PDF publication.

Mimi will talk to Alys Tryon and Cynthia Matano about the possibility.

**Advisory Council 2012**. Most current chairs are continuing service in 2012. Chris Orr will be Professional Development Chair in 2012. She will be working the continuing-education aspect of the annual conference into what we do locally and is working with the Taxonomy Division to do our first co-event. Anne is transitioning to President-elect and could still do some of Intersect Alert, but thinks there should be more than one person (three would be good) that contribute to it. IA will be moving to the web site and each person can upload their own articles, which will make division of duties easier. Anne has someone in mind and will get in touch with him again and check with Amy Dabrowski to see if she can recruit a student or two. We need to fill the Academic Relations role and Amy is willing to help recruit the chair. We also need to find a Hospitality Chair. Cathy Hardy is willing to be involved, but wants someone else to be chair. Mimi has a cadre of volunteers to help with projects throughout the year. The Archives, Strategic Planning, and Networking Chairs are vacant.

Mimi will see if Andrea wants to continue with Hospitality.

**Annual reports.** These are due to Cyndi by Dec. 1.

**Tours.** Hilary will make sure Kim Ewart gets the list of tour recommendations. Anne mentioned that the Internet Archive is collecting physical copies of books and opened a facility in Richmond to store them. Craig mentioned the map tour and new 9th Circuit Court building. Cyndi mentioned the Mint. Also, we got some good tour recommendations from the Cuba program survey.

**Turnover meeting.** We had decided on January 16 for the turnover meeting, but that is MLK Day so may be a problem for some.

Mimi will check with board and council members to see what day will work best.

The meeting was adjourned at 8 p.m.

Respectfully submitted,

Heather Gamberg

SF-SLA Secretary

SAN FRANCISCO BAY REGION CHAPTER EST.1924

Executive Board and Advisory Council Meeting

Monday, September 12, 2011

Ropes & Gray

3 Embarcadero, 3rd Floor

San Francisco, CA

**In attendance:** Cynthia Berglez (President); Mimi Calter (President-Elect); Rochelle Richardson (Past President); Monica Ertel (Treasurer); Craig Griffith (Director of Programs); Tony Landolt (2012 Director of Programs); Hilary Schiraldi (Assistant Director of Programs); Heather Gamberg (Secretary); Kim Ewart (Tours Committee); Amy Dabrowsky (Academic Relations Chair); Marie Tilson (Archives Chair); Linda Yamamoto (Reflector/Discussion List Chair); Anne Barker (Government Relations Chair); David Grossman (Nominating Chair); Alys Tryon (Bayline Editor); Cynthia Matano (Webmaster); Sandy Malloy (Vendor Relations); Andrea Rubin (Hospitality Co-Chair)

The meeting was called to order at 6:43 p.m.

The minutes of the March 15, 2011, Executive Board/Advisory Council meeting were approved.

**Membership.** Mimi reported that the chapter has 344 members. If we plug the number of members we have in each tier into the upcoming allotment scheme, our membership allotment would be around $3,742.15. SLA has 9,261 total members.

**Treasurer’s Report.** Monica said the last pooled fund report was issued in August and provided these key numbers:

**Balances as of 9/12/11:**

Checking: $1,377.51

Pooled Fund: $50,235.21

PayPal: $1,697.06

Total Assets: $53,309.78

**Programs.** The Scott Brown program in August drew 53 people (including 3 sponsors). We paid $1,200 for the venue and food plus $250 honorarium for Scott’s fee. From the survey sent out after the program, we learned that the primary reasons people attended were the topic and networking. Hilary reported that the upcoming tour of the Bancroft Library is at capacity. David Grossman said a lot of non-members interested and asked if a second tour would be done. Hilary said there was interest from BayNet and SLA Silicon Valley as well. Hilary said she may have a lead for a tour in November. Craig said the holiday party will take place at the Thirsty Bear on December 1st, 8th, or 7th. The 2011 Assistant Director of Programs had to step down, so Hilary took over that position and will continue it in 2012. Tony will be Director in 2012. 2

**Awards.** Rochelle needs volunteers for the committee. Volunteering can be done virtually and includes collecting nominations and discussing them, writing up descriptions of the recipients for Bayline, and shopping for gifts.

**Tours.** Kim Ewart is working with Hilary this year and taking over as chair next year. One tour possibility is the Asian Art Museum.

**Academic Relations**. Amy has been connecting to student populations at San Jose State University, Diablo Valley College, City College of San Francisco, and the UC Berkeley iSchool to promote SLA programs. Other people are sending out notices about our programs to SJSU students and Deb Hunt announces the programs to DVC students. City College lists have very low traffic, but a couple of people have come to programs. Amy said the iSchool students don’t see value in becoming an SLA member. They are not really focused on special libraries. Amy and Mimi are working on a new members reception. Anne suggested partnering with local chapters of groups that iSchool students *are* interested in on programs. ASIST was also mentioned as a group to reach out to.

**Archives.** Marie reported that four volumes of Bayline have been bound. One volume of membership lists from 1926 to 1950 is at the bindery. She started out with a committee intended to create a chapter retention policy, but got sidetracked with re-indexing Bayline. Marie has been cleaning up the archive in the basement of the Institute of Government Studies at UC Berkeley and thrown out 40 inches of paper duplicates.

**Reflector/Discussion List.** Linda reported that 413 members on the list, which generates about 26 messages per month. The reflector has 333 members and averages 6 messages per month. She is having trouble getting updated membership lists from headquarters.

**Government Relations.** Anne said that for the Sunshine Week program, which was held in March, 24 people signed up and about 20 attended. She wanted to try an evening program to better accommodate SLA members. Almost 90% were SLA members and 30% came from NOCALL. Overall attendance was about the same as before. As to whether it was worth watching webcast as a group, half thought it was and half did not. Future ideas include a panel discussion, Google Books, and advocacy training or training on how government works. Anne is still sending out Intersect Alert. It might be possible to put the alert on the web site as a blog entry instead of sending it out by email. The Government Information Division of SLA wants to repost Intersect on its blog and would attribute it to SLA-SF.

**Nominations.** David said that all of the candidates for 2012 officers have been selected and that the nominations files, now in an Excel workbook, are so much easier to search.

**Bayline.** Alys reported that there has been strong content, but the software is causing her computer to crash. It was suggested that Alys could upgrade her software.

Alys will talk to Monica about the cost of the software upgrade.

**Vendor Relations.** Sandy said it has been hard to get advertisers for Bayline, but sponsorships are a little easier. It’s always helpful to get a schedule of programs as far ahead as possible. 3

Vendors might be interested in being on panels. She hopes the new web site will attract advertisers.

Mimi will send the tentative 2012 schedule to Sandy.

**Public Relations.** Judy is reworking the trifold brochures she submitted to the board earlier in the year.

**Mailing.** No changes to report.

**Alignment/Ethics/First Five Years.** No updates from Jan.

**Webmaster.** Cynthia showed the new web site to the board and council. She did not open the comments function because comments can bring in a lot of spam. There are video and podcast positions on the homepage for which we don’t have local content. The menus are weird in that the top item of each menu is a menu item as well (hyperlink). We need to look at adding more content. Perhaps we could follow Tony’s lead. For the Baseball Caucus site, he features member profiles. He sends out a questionnaire every month to a member. In determining advertising rates for the web site, it has been noted that rates vary for different divisions, caucuses, chapters, etc. WordPress is supposed to have reporting tools that might help show audience numbers and entice advertisers. Heather said that we might have trouble getting advertisers to submit correctly sized ads and perhaps we could offer to help design the ad.

Cynthia will put a note on the old web site referring people to the new web site.

Heather needs to send meeting minutes to Cynthia.

Heather, Alys, Rochelle, and Tony will look at the new web site and give feedback by October 12.

The January turnover meeting will be determined in November.

The meeting was adjourned at 8:14 p.m.

Respectfully submitted,

Heather Gamberg

SF-SLA Secretary

SAN FRANCISCO BAY REGION CHAPTER EST.1924

Executive Board Meeting

Monday, September 12, 2011

Ropes & Gray

3 Embarcadero, 3rd Floor

San Francisco, CA

**In attendance:** Cynthia Berglez (President); Mimi Calter (President-Elect); Rochelle Richardson (Past President); Monica Ertel (Treasurer); Craig Griffith (Director of Programs); Tony Landolt (Incoming Director of Programs); Hilary Schiraldi (Assistant Director of Programs); Heather Gamberg (Secretary)

The meeting was called to order at 5:09 p.m.

The minutes of the July 18, 2011, Executive Board meeting were approved.

**Membership.** Mimi reported that the chapter has 344 members. If we plug the number of members we have in each tier into the upcoming allotment scheme, our membership allotment would be around $3,742.15. SLA has 9,261 total members.

**Treasurer’s Report.** Monica said the last pooled fund report was issued in August and provided these key numbers:

**Balances as of 9/12/11:**

Checking: $1,377.51

Pooled Fund: $50,235.21

PayPal: $1,697.06

Total Assets: $53,309.78

**Programs.** The Scott Brown program in August drew 53 people (including 3 sponsors). We paid $1,200 for the venue and food plus $250 honorarium for Scott’s fee. From the survey sent out after the program, we learned that the primary reasons people attended were the topic and networking. The price was mostly rated as a great value or just right. The drawbacks to using Elephant & Castle are that they more vegetarian options that are not as greasy and people can’t always hear the speaker from back of room, especially behind the poles.

Craig will get a registration list for the Scott Brown program from Cathy and give it to Monica so we can do an accounting of the event costs.

Hilary reported that the upcoming tour of the Bancroft Library is at capacity. The hour that it takes place is a little early, but we have to do it because of the Bancroft’s hours and security reasons. University archivist David Farrell will be leading the tour. 2

Chapter member Sara Dudley expressed an interest in having a program related to the SLA president’s trip to Cuba and they’re thinking about doing it on October 20. Tony thinks Marlene would be a good member of a panel discussion, so Sara would need to look for someone else local as well. The board suggested the program include 5 minutes for each speaker and then time for questions. Fifteen people have signed up for the trip to Cuba, which according to SLA is a typical number.

Tony will ask Sarah for a date and to find participants who are local. Her deadline is this Friday, Sept. 16. He’ll note that if we don’t do it now, we may be able to do it next year.

We will do a new member reception in October if we don’t do this panel. Also on tap are another tour in November and the holiday party at the Thirsty Bear on December 1st, 8th, or 7th.

**Archives.** Marie Tilson reported that Bayline is being re-indexed by committee of 7 people. Indexing for issues published prior to 2000 will now have title (non-descriptive titles will be supplemented with descriptions) author, and date. The index is being done in Google docs, but Heather pointed out that some people don’t want to get a Google account. One of the committee members looked into possibilities for how to store the index. Perhaps we could transfer the index from Google Docs to Filemaker Pro for better searchability and to make it available to everyone. Marie is also trying to get financial data into archives and said the treasurer should be sending end-of-year reports to archivist. Marie wants to know what members want in the archives. She has been using an older list of what headquarters says she be retained.

Rochelle will put in the procedures manuals that we should submit copies of annual reports to archivist.

The next Executive Board meeting is set for Monday, Nov. 14, at 6 p.m. at Cyndi’s office.

The meeting was adjourned at 6:16 p.m.

Respectfully submitted,

Heather Gamberg

SF-SLA Secretary

SAN FRANCISCO BAY REGION CHAPTER EST.1924

Executive Board Meeting

Monday, July 18, 2011

Ropes & Gray

3 Embarcadero, 3rd Floor

San Francisco, CA

**In attendance:** Cynthia (Cyndi) Berglez (President); Mimi Calter (President-Elect); Rochelle Richardson (Past President); Monica Ertel (Treasurer); Craig Griffith (Director of Programs); Heather Gamberg (Secretary)

The meeting was called to order at 6:10 pm.

The minutes of the May 15, 2011, Executive Board meeting were approved.

**Treasurer’s Report.** Monica provided these key numbers:

**Preliminary Balances as of 7/18/11:**

Checking: $2,431.63

Pooled Fund: $47,211.14

PayPal: $3,103.42

Total Assets: $52,746.19

**Programs.** Hilary Schiraldi agreed to take over for Susan Karplus as Assistant Director of Programs and she is already working with Craig. She’ll be assistant the rest of this year and next and then director in 2013, so she’s committed to 2.5 years. Kimberley Ewart will be taking over as Tours Chair in 2012.

Craig has sent out a notice to the chapter lists and gave copy to Alys for Bayline for the Scott Brown event on Aug. 18 at Elephant & Castle. He will send it to our Academic Relations Chair. We’re paying a $250 honorarium to Scott.

Upcoming events include a tour of the Bancroft Library in September, a social at a casual place in October, a tour in November (possibly of the law library in the new 9th Circuit building on Mission Street), and the holiday party in December. We will also probably try to have Scott Brown back in February for our annual program with BayNet. It’s possible that there will be three programs by Brown, each building on each other.

**Nominations.** For 2012, in addition to Hilary as Assistant Director of Programs, we have Anne Barker for President-Elect, Debbie Jan for Secretary, and someone yet to be announced for Director of Programs. We will announce the slate in Bayline and at the August program and have the vote at the holiday party.2

**Awards.** Rochelle is hunting for committee members. We need nominees for these awards: Professional Achievement, Lifetime Achievement, Horizon, and Student. There are already a few nominees for the Special Project Award and we are thinking about another ABCD Award (Above and Beyond the Call of Duty).

**Program Prices.** Deb Hunt mentioned that she thought the registration fees for non-members for programs should be more than $5 higher than member fees in order to show the value of membership. The board agrees that it’s important to give members value and also came up with the idea of contacting non-members who attend a lot of events and encouraging them to join. This will be coordinated between Programs/Hospitality and the Membership Chair (Past President).

**Webmaster.** Cyndi reported that Cynthia says most of the content of the web site has been converted to WordPress. She’s working on creating pages for sponsorships, advertising, and volunteering and is trying to work out some kinks regarding email addresses and formatting issues.

**Ethics Ambassador/Alignment Ambassador.** Mimi reported that Jan says she’s working on an article for Bayline and posting to the FutureReady blog.

**Professional Development.** Mimi reported that there will be no more PD workshops this year.

Rochelle will let Jana know that she can spend more on PD events.

**Membership.** Mimi reported that the chapter as 346 members with 5 new and 6 lapsed. SLA is changing the allotment scheme, which denotes how much chapters get from membership fees, and Mimi is writing a piece for Bayline about it. There used to be a minimum allotment and the same amount paid for each member, but there will be no minimum and the allotment per member will be tiered to match the tiered membership dues. A final decision has not been announced. The new allotment scheme will start in 2012.

**Conference.** The conference in Philadelphia has 4,301 attendees, including 1,539 exhibitors.

The results of a survey done by James Kane on the loyalty of members to SLA were announced:

Antagonist 6%

Transactional 37%

Predisposed 39%

Loyal 6%

Cain will be working with chapters that volunteered on loyalty coaching.

**Public Relations.** Heather reported that Judy was waiting for feedback on the brochures. There was some confusion about who was going to report the board’s feedback to Judy.

Cyndi will send the May board meeting minutes to Judy, as they have the board’s feedback.3

**Academic Relations.** Rochelle reported that Amy was thinking about the New Member Reception. It was suggested that Mimi, as President-Elect, assist Amy however she can. Sandy Malloy and Julie Takata were also brought up as people who might be able to assist.

**Procedures Manuals.** Rochelle is working on updating procedures manuals and invited the board to review their own and make suggestions.

**Vendor Relations.** Sandy is working on sponsorships for the August program.

**Archives.** Marie has spent 108 hours archiving in Berkeley. She has been retyping old membership lists and sent old Bayline issues off for binding. She has also been sending interesting pieces for old issues of Bayline for reprinting in new editions of Bayline.

Marie and Tamara Horacek want to do oral histories with past members.

**CE at Conference.** The committee who was brainstorming ideas for improving continuing education sent some recommendations to the planners of the 2012 conference. The committee recommends transitioning divisions into creating their own CE. The divisions would be responsible for pricing, etc. Each event would be recorded and available to attend online and/or available for watching later. SLA could charge for divisions to put their webinars up on the web site. Vendors could underwrite recording costs and other costs.

**West Coast Reception.** It looks like we will break even on this event and not have to put up additional funds.

The next Executive Board meeting is set for Monday, September 12, at 5 p.m. at Cyndi’s office. The joint meeting between the board and Advisory Council will follow.

The meeting was adjourned at 7:50 pm.

Respectfully submitted,

Heather Gamberg

SF-SLA Secretary

SAN FRANCISCO BAY REGION CHAPTER EST.1924

Executive Board Meeting

Monday, May 16, 2011

Ropes & Gray

3 Embarcadero, 3rd Floor

San Francisco, CA

**In attendance:** Cynthia (Cyndi) Berglez (President); Mimi Calter (President-Elect); Rochelle Richardson (Past President); Monica Ertel (Treasurer); Craig Griffith (Director of Programs); Heather Gamberg (Secretary)

The meeting was called to order at 6:05 pm.

The minutes of the March 15, 2011, Executive Board meeting were approved with edits.

**New Business:**

**Liaison Reports.**

**Webmaster.** Cynthia is making progress on web site. Cyndi referred her to John DiGilio, president of Legal Division, because he’s done some WordPress sites for various units.

**Archives.** Marie is creating a new index for Bayline in Google Docs.

**Vendor Relations.** Sandy heard from someone at Thomson Reuters, so she’s getting back in touch with them.

**Academic Relations.** Amy would like to do some open-office tours, but needs referrals and help. The board suggested she check in with Alys, who started the tours. Some referrals were Tamara Horacek at Dolby, Jaye Lapachet at Coblentz, Anne Hall and Cindy Hill at the Federal Reserve Bank, and librarian at Charles Schwab.

Heather is going to figure out who the librarian at Charles Schwab is and pass the information on to Amy.

**Nominations.** The committee is contacting possible nominees.

**Public Relations.** Judy submitted two different brochures, one for potential members and one for potential employers of our members. The board noted that the phone number listed on the brochure is disconnected. The PO Box is still accurate, but it’s not checked very often. The board also noted that the designs should be different for the brochures directed at potential members 2

versus potential employers so you know just by glancing across room which is which. The board also wants to know what Judy plans to do with the brochures.

**Board Reports.**

**CE at Conference.** There was a discussion started by John DiGilio on the Leadership list regarding the amount of continuing education classes planned for the conference that have been cancelled due to lack of interest. Deb Hunt and David Grossman’s PD workshop was one of those cancelled. Maybe we need to evaluate how we do CE. DiGilio volunteered to write up a summary and Cynthia got it for discussion tonight, but we couldn’t access it.

Mimi or Cyndi will send it out to the board via email.

**Joint Meeting with Silicon Valley Chapter.** There were 55 paid attendees and sponsorship was strong.

**Programs.** Craig received suggestions to have Scott Brown do a chapter program. He may do one on social media on Aug. 17 or 18. He may be able to do something next year as well, so the board suggested he do something more general this year and more in-depth next year. By planning ahead with Brown, there will already be one program already in works for next year.

Craig heard back from Phoebe of the Sierra Nevada Chapter and she thought a weekend event in the Bay Area wouldn’t draw many from her chapter.

The tour of David Rumsey’s map library has been moved to November. Dan suggested doing the library tour before or after a dinner, but Hilary thought dinner would make it expensive. The board suggested a voluntary, no-host dinner after tour for those who were interested. Hilary is working on a different tour for September.

The casual event, a picnic, could take place in October, as Rochelle pointed out that the weather is fine then.

Susan will not be able to continue with programs for the second year. The nominations committee has been tasked with trying to find someone to take over. It is hoped they will start this year and be able to take on the director position next year.

Mimi is mapping out months for next year’s calendars with the hopes of preparing some smaller tasks that we can parcel out, so people can help with badges, scouting venues, etc. Cathy would like help with manning registration table at programs, so that would be a good one-time task for a volunteer.

**West Coast Reception.** Our chapter has been asked to contribute up to $405 for the reception. The board approved the expense. Arizona has been added, so this year it is called the Western States Chapters Reception. New Mexico and Rocky Mountain may join, too.

**Treasurer’s Report.** Monica provided these key numbers:

**Preliminary Balances as of 5/14/11:**3

Checking: $2,830.92

Pooled Fund: $47,211.14

PayPal: $3,103.42

Total Assets: $53,145.48

**Membership.** Mimi reported that the chapter as 352 members. The membership wiki has no new report for April.

**Chapter Award Comp Policy.** On March 31, 2011, the board voted by email to offer sponsor IEEE an ad upgrade in Bayline since there was a mixup getting his ad into the previous edition of Bayline.

The next Executive Board meeting is set for Monday, July 18, at 6 p.m. at Cyndi’s office.

The meeting was adjourned at 7:48 pm.

Respectfully submitted,

Heather Gamberg

SF-SLA Secretary

SAN FRANCISCO BAY REGION CHAPTER EST.1924

Executive Board/Advisory Council Meeting

Tuesday, March 15, 2011

Hanson Bridgett

425 Market St., 26th Floor

San Francisco, CA 94105

**In attendance:** Sandy Malloy (Vendor Relations); Cynthia (Cyndi) Berglez (President); Mimi Calter (President-Elect); Rochelle Richardson (Past President); Anne Barker (Government Relations); Heather Gamberg (Secretary); Hilary Schiraldi (Tours); Cathy Hardy (Hospitality); Alys Tryon (Bayline); David Grossman (Nominations); Cynthia Matano (Web); Marie Tilson (Archives); Amy Dabrowski (Academic Relations); Ginny Woodis (Mailing); Monica Ertel (Treasurer)

The meeting was called to order at 6:33 p.m.

The minutes of the January 25, 2011, Executive Board/Advisory Council meeting were approved with edits.

**New Business:**

**Joint program with Silicon Valley.** The venue options for the May 3 program include Clarion in Millbrae and the Palo Alto Sheraton. Clarion is $2,000 cheaper, but not as close to public transit. SV members will drive people from the BART station to the hotel.

Cyndi will let SV know that the Clarion is our choice.

**Refund policy.** No refunds will be given for events. The policy will be posted on web and with program notices.

**Web sites.** The board and council discussed issues that will arise when we switch to the WordPress web platform. SLA wants everyone to transition to WordPress this year. We will need to figure out advertising placement and costs and where ads can go. Would we want a password-protected site? The issue is content available to public as a promotional tool versus behind a firewall, which adds value for members). David Grossman thinks we should put membership information behind a firewall. Cyndi thinks Bayline should be publicly available. Would the password be the same SLA password each member has or a different one for our site?

We looked at web sites for chapters and divisions who have already moved to WordPress, including Toronto, SV, the Legal Division (983 members), and North Carolina. We like SV’s use of member or local photos, not stock photos. We like the idea of member profiles, as seen on the 2

Legal Division web site. Maybe members could write and submit their own to our Webmaster.

It is problematic that old versions of sites that have moved to WordPress (e.g., Silicon Valley) are still online and coming up in Google searches. When we switch over, we should put a note to refer visitors to the new site.

Perhaps a student can help transfer content.

**Executive Board Report:**

**Advertising and Sponsorship – Sandy.** The board voted to extend the stimulus package to 2011. When the new web site is up, there will be opportunities for advertising. The Toronto and Silicon Valley chapters are already on WordPress.

**Treasurer’s Report – Monica.** Monica provided these key numbers:

**Preliminary Balances as of 3/13/11:**

Checking: $1,151.56

Pooled Fund: $52,211.14

PayPal: $2,403.97

Total Assets: $55,766.67

**Membership Report – Mimi.** We have 348 members, 4 new since January.

**Committee Reports:**

**Hospitality – Cathy Hardy.** Cathy is helping Anne Barker with online registration for the Sunshine Week program, which takes place March 30.

**Archives – Marie Tilson.** Four volumes of Bayline are bound. The new committee (members include two past presidents, two past treasurers, a recent grad, and someone who worked on the last anniversary party) is meeting tomorrow night to figure out a retention policy for our chapter. The budget submitted this year is the same as it has been because Marie is not sure what will need to be done. Someone from the SV chapter helping as well, sharing what they did and didn’t keep when they went online.

**Nominating – David Grossman.** Data entry for the digitization project has been completed. David needs to proof it. The committee will be able to use the database when it meets next month. It is in an Excel spreadsheet and data from HQ can be imported into it. David needs to double check a few items with HQ. Marie asked if he would include awards people have received, and David said he would like to. HQ might have national awards listed. Heather mentioned that the chapter web site has list of Professional Achievement awards.

**Mailing – Ginny.** 5 copies of Bayline mailed. She doesn’t need to check mailbox for Jobline checks anymore because SV is handling the function for 2 years.

**Web – Cynthia Matano.** Cynthia is looking into the transition to WordPress, She asked Cliff of the Silicon Valley Chapter for guidance. He said it probably wouldn’t be too difficult for us. He 3

took a WordPress class. We would like “Sfbay” for our web address.

Cynthia will look into a class and/or book on WordPress. She will start changing pages and check with Cyndi, Rochelle or Heather if questions arise.

Monica will add a $200 placeholder to web budget for possible expenses.

**Vendor Relations – Sandy.** We’ve secured two sponsorships and still need to run one ad from last year.

Sandy will contact SV chapter if she has leads for the joint program.

**Government Relations – Anne Barker.** Sunshine Week is on March 30, with a panel starting at 6 and webcast following. SLA-SF is presenting jointly with NOCALL at UC Hastings, where we have free use of a conference room. Registration is slow. The deadline is March 22 or 23. Anne asked Amy to send out to contacts other than SJSU. Anne is going to send another reminder at the end of the week. The local panel on WikiLeaks includes a reporter, an Electronic Frontier Foundation rep, and a government docs librarian from Stanford. The budget is not nearly what it was in the past because we’re getting the conference room for free.

Amy will send out to student-group contacts other than SJSU.

**Bayline –Alys.** Nothing to report.

**Public Relations – Judy.** Heather shared the following information sent by Judy:

*1. We are working on 2 versions of a Chapter brochure: One to encourage people to join our Chapter (what we can offer to members), and the other to promote librarians in non-traditional workplaces (what librarians can do for employers). When we have suitable drafts, we will send them to the Board for comments.*

*2. We have compiled a list of media contacts (mainly local newspapers and publications) we can advertise Chapter events in. Some are free for us to post in. This might help us get some non-librarian attendees at our workshops or meetings. How would the Board like me to go about doing this? Should I go ahead and send information about our upcoming events/meetings to the media contacts and see what happens?*

*We are in the process of compiling a contact list of Bay Area businesses/companies that could employ librarians. Aside from mailing the Chapter brochure to them (eventually), some ideas we have are A). Send wonderfully vocal librarians to business networking events (not sure how we’d find out about these events though)? B). The Chapter could present events that would be interesting to business people and invite them?*

*3. With the board’s approval, I’d like to write a short article in Bayline to solicit members and see if they would be interested in submitting stories about their value to newspapers and/or other* 4

*publications (success stories, etc.). I could try to pitch the idea to local papers, depending on what responses I get from members. We think it would be good for librarians to get themselves in print and talk about their profession. This would flow alongside the idea of librarians getting noticed, which would lead to getting hired/promoted, finding better jobs, etc.*

**Academic Relations – Amy.** Amy is getting connected with student email lists and figuring out the different library-related programs in the area (City College, Diablo Valley, Berkeley iSchool). Hilary works at Berkeley and says the iSchool is not as militantly anti-librarian as it once was, but the students are not looking for library jobs. It was suggested that maybe Amy could reach out to Judy Bolstad since she’s trying to reach outside of our membership. Judy works at Cal as well. Amy wants to take a student-needs survey. Cyndi said Amy can contact her and Mimi for help with SurveyMonkey.

Heather will send SurveyMonkey info to Amy.

**Reflector/Discussion List – Linda.** Heather reported on the following for Linda:

*SLA-SF Discussion and Reflector Lists Stats, 03/15/11 'sla-csfo' List stats Normal members: 413 (398 on 03/01/11 + 5? added during March, down from 418 on 01/25/11) Mar 2011 – 8 messages (approx.) Feb 2011 – 18 (approx.) Jan 2011 – 26 Average = 17/month Median = 18/month Reflector stats Members w/working email addresses: 335/345 (last received 02/08/11, down from 350 on 12/08/10; 5 do not have email address listed, 5 bounce) Mar 2011 – 3 messages Feb 2011 – 6 Jan 2011 – 7 Average = 6/month (averaged over Jan/Feb 2011) Median = 6/month*

**Tours – Hilary.** There are no tours scheduled until the fall tour of the map library in San Francisco. There may be another tour in November.

**Awards – Rochelle.** Rochelle will be starting the Awards Committee soon. She is looking for members and nominations.5

The next meeting is set for Monday, September 12. A light dinner will be served at 6 p.m. and the meeting will begin at 6:30 p.m.

The meeting was adjourned at 7:48 p.m.

Respectfully submitted,

Heather Gamberg

SF-SLA Secretary

SAN FRANCISCO BAY REGION CHAPTER EST.1924

Executive Board Meeting

Tuesday, March 15, 2011

Hanson Bridgett

425 Market St., 26th Floor

San Francisco, CA 94105

**In attendance:** Cynthia (Cyndi) Berglez (President); Mimi Calter (President-Elect); Rochelle Richardson (Past President); Monica Ertel (Treasurer); Heather Gamberg (Secretary)

The meeting was called to order at 5:14 pm.

The minutes of the January 25, 2011, Executive Board meeting were approved with edits.

**New Business:**

**Liaison Reports.**

**Public Relations ―** Heather shared the following information sent by Judy:

*1. We are working on 2 versions of a Chapter brochure: One to encourage people to join our Chapter (what we can offer to members), and the other to promote librarians in non-traditional workplaces (what librarians can do for employers). When we have suitable drafts, we will send them to the Board for comments.*

*2. We have compiled a list of media contacts (mainly local newspapers and publications) we can advertise Chapter events in. Some are free for us to post in. This might help us get some non-librarian attendees at our workshops or meetings. How would the Board like me to go about doing this? Should I go ahead and send information about our upcoming events/meetings to the media contacts and see what happens?*

*We are in the process of compiling a contact list of Bay Area businesses/companies that could employ librarians. Aside from mailing the Chapter brochure to them (eventually), some ideas we have are A). Send wonderfully vocal librarians to business networking events (not sure how we’d find out about these events though)? B). The Chapter could present events that would be interesting to business people and invite them?*

*3. With the board’s approval, I’d like to write a short article in Bayline to solicit members and see if they would be interested in submitting stories about their value to newspapers and/or other publications (success stories, etc.). I could try to pitch the idea to local papers, depending on what responses I get from members. We think it would be good for librarians to get themselves in* 2

*print and talk about their profession. This would flow alongside the idea of librarians getting noticed, which would lead to getting hired/promoted, finding better jobs, etc.*

Someone suggested the Chamber of Commerce as a possible source for compiling a contact list of businesses or companies that could employ librarians.

Heather will guide Judy on sending out notices outside of membership.

**Vendor Relations ―** Sandy has gotten a couple of sponsors and sent checks to Monica.

**Archive ―** Rochelle reported that Marie has gotten volunteers for the archive retention policy, including two past presidents and a recent graduate. Volunteers include Barbara Janis, Tamara Horacek, Jeff Mah, and Jo Falcon.

**Academic Relations ―** Rochelle reported that Amy has asked what our relationship should be with Berkeley iSchool. Amy wants to talk with Programs about whether they’d do any events focused on information science/technology/web aspects, which is what students have expressed interest in. She also wants to do a student survey and wonders if we’ve done one before. Heather and Mimi said if we had done a student survey it was probably many years ago, when Camille was head of the committee. The board suggested Amy might use the strategic plan survey or use other chapters/divisions’ student surveys on SurveyMonkey for ideas for questions. Cincinnati did a student survey in 2006. Another idea the board talked about was students shadowing chapter members. Rochelle thinks it might be good to have students on as many as chapter committees as possible.

**2011 chapter dates.** Executive board meetings in May, July, etc. (every other month). Sunshine Week local program at the end of the month, though it currently is Sunshine Week. Susan is coordinating the Neighborhood Dinners.

**SLA elections.** Deb Hunt is running. Cyndi sent out email notifying chapter that candidates’ bios are available online.

**Cancellation/refund policy.** We need to have a policy regarding refunds for chapter events. Reimbursements are hard to do with PayPal. Everyone has a reason for cancelling; it’s would be hard to make individual judgments. We decided not to offer refunds for any chapter events. We need to be explicit about policy. The board will work on wording of the policy via email.

Cyndi will ask Cynthia to post on web site.

Craig will put in procedures manual for programs and announcements for events.

**Old Business:**

**Chapter Award Comp Policy.** On January 28, 2011, the board voted by email to offer chapter awards recipients each a complimentary ticket for a guest for the program during which the awards presentation takes place. This is in addition to the awardee’s complimentary ticket to the program.3

**Treasurer’s Report – Monica.** Monica provided these key numbers:

**Preliminary Balances as of 3/13/11:**

Checking: $1,151.56

Pooled Fund: $52,211.14

PayPal: $2,403.97

Total Assets: $55,766.67

For the 2011 budget, Monica will add a President-elect line item for conference expenses and move $4,300 expense from Membership to here. She will also change the Chair for Awards to Rochelle Richardson (from Sandy Malloy) and change the expense amount to $1,200. She will also add a Past-president line item for expenses of $700.

**Membership ―** Mimi reported that, as of March 1, the chapter has 348 members, including 54 students, 13 retired and one lifetime member. We have 4 new members. Membership for other chapters and divisions are: DC, 859 members; B&F division, 1,535; New York, 832; and Silicon Valley, 163.

The next Executive Board meeting is set for Monday, May 16, at 6 p.m. at Cyndi’s office.

The meeting was adjourned at 6:02 pm.

Respectfully submitted,

Heather Gamberg

SF-SLA Secretary

SAN FRANCISCO BAY REGION CHAPTER EST.1924

Executive Board/Advisory Council Meeting

Tuesday, January 25, 2011

Kilpatrick Townsend and Stockton LLP

Two Embarcadero Center, 8th Floor

San Francisco, CA 94111

**In attendance:** Sandy Malloy (Outgoing Past-President/Incoming Vendor Relations); Cynthia (Cyndi) Berglez (Incoming President); Mimi Calter (Incoming President-Elect); Rochelle Richardson (Incoming Past President); Craig Griffith (Incoming Director of Programs); Anne Barker (Outgoing Secretary/Continuing Government Relations); Susan Karplus (Incoming Assistant Director of Programs); Heather Gamberg (Incoming Secretary); Hilary Schiraldi (Continuing Tours); Linda Yamamoto (Continuing Reflector/Discussion List); Cathy Hardy (Continuing Hospitality); Judy Bolstad (Incoming Public Relations); Alys Tryon (Incoming Bayline); David Grossman (Continuing Nominations); Cynthia Matano (Continuing Web); Marie Tilson (Continuing Archives); Donna Scott (Outgoing Vendor Relations); Amy Dabrowski (Incoming Academic Relations); Andrea Rubin (Incoming Hospitality)

The meeting was called to order at 6:05 p.m.

The minutes of the September 2010 Executive Board/Advisory Council meeting were approved.

**New Business:**

**Liaison Assignments.** For the new folks, this is the way the non-voting members feed up concerns, issues, etc., to the voting board. Susan Karplus will be the board liaison for Cathy, Hilary, and Andrea.

Important chapter dates were noted.

**SLA Fellow Update.** Marie wondered if there was any update at the Leadership Summit regarding our chapter nominations for fellow positions with SLA. Cyndi and Mimi reported that Marlene Vogelsang was named as a fellow. Tamara Horacek and Marie wrote up highly documented nominations forms. Marlene is also a member of the Petroleum Division and the Baseball Caucus. Marlene’s fellow position will be announced locally at the joint program with BayNet. The award is for someone at the midpoint in their career who has contributed to the association and the profession. No more than 5 are inducted each year.

**Executive Board Report:**

**Advertising and Sponsorship – Sandy.** The board voted to extend the stimulus package to 2

2011. When the new web site is up, there will be opportunities for advertising. The Toronto and Silicon Valley chapters are already on WordPress.

**Treasurer’s Report – Monica.** Monica is in the process of working on the annual report for headquarters, so didn’t have time to put together her typical report. She provided these key numbers:

**Preliminary Balances as of 1/25/11:**

Checking: $1,710.17

Pooled Fund: $52,211.15

PayPal: $1,332.93

Total Assets: $52,254.25

It was noted that the board will use the surplus to continue to support our members.

**Programs Report – Craig.** The co-sponsored program with BayNet is February 16. There is a possible program for March, but since it is a tour, Craig and Susan will discuss it with Hilary. We may have a social event in July. The co-sponsored program with Silicon Valley is in May and in April we’ll have the neighborhood dinners.

**Membership Report – Mimi.** Mimi reached out to 6 new and 6 lapsed members. She is still working on getting full access to the SLA site. From previous meeting minutes, membership was at 344 in September and 353 in December. New members get a voucher for free attendance at a program. People getting the voucher should email the contact for the program to use their voucher.

**Committee Reports:**

**Hospitality – Cathy Hardy.** There are 29 total registered for the February program, 9 of which are student/retired/unemployed. We may want to make these designations more specific on PayPal instead of combining student, retired, and unemployed.

Craig will include a reminder about using the new-member voucher in the program announcement. Someone will update the program information on the web site with the voucher reminder.

Cathy just got Andrea up to speed on hospitality duties. Susan taught Cathy the ropes of registration (tracking mail-in and online registration and preparing nametags for the program) during the holiday party registration period.

**Archives – Marie Tilson.** Four volumes of Bayline went to a bindery. A couple of people had mentioned Herring & Robinson, so that’s the bindery Marie chose. Interestingly, it may cost less than the last time around. Marie mentioned the need for a retention policy, getting all of the archives digitized, and turning over the archives committee to someone else.

**Nominating – David Grossman.** David is looking for committee members. They will meet one afternoon in late March or early April over a free lunch. Anyone can serve. The committee will be selecting nominees for the 2012 board positions of President-Elect, Treasurer, and Assistant Director of Programs. Suggestions for nominees are welcome before March. Monica thinks it’s a 3

good idea to get someone with Quicken experience for Treasurer.

David said the project to digitize the nominations database is creeping along. It took a while to get the membership and leadership lists from SLA. Fortunately, the leadership list has a lot of division posts listed. The transcriber for the project lives in San Diego, so David has been photocopying the lists to send to her so the originals don’t inadvertently get lost. Once the digital database is complete, we will update it using SLA lists, Marie’s archive files, and attendance sheets for programs. David will also post the list to the Chapter web site to make sure it’s accurate. In addition, he wants to contact other chapters to see how they maintain their records and to see if they can work together to get more support from headquarters.

Cathy will send attendance lists to Mimi for the membership committee and to David for the nominating committee.

**Web – Cynthia Matano.** Cynthia hasn’t had much of a chance to look into the transition to WordPress, but will get in touch with Kendra Levine regarding the process. She will look into backing up the web site files. The board suggested she could buy an external drive. No timeline or official start date has been announced yet for the transition, but headquarters is pushing to get all units onto WordPress by the end of the year.

Some updated procedures manuals for the Chapter have been posted. Mimi encourages people to look at the procedures manuals that are relevant to them and update them, if necessary.

Cynthia will contact the outgoing Jobline Chairs (Dasha and Kelley) to make sure jobs listed on the Jobline page can be taken down and the page updated with a link to the Silicon Valley Chapter web site, since SV is handling Jobline this year.

The board will discuss WordPress at the SV joint meeting.

**Vendor Relations – Donna Scott.** Donna loved working with Monica, who helped our vendors pay the way they wanted to. Monica does invoices if someone asks for it. We got some big sponsorships last year.

**Government Relations – Anne Barker.** Intersect Alert is still going out on Sunday nights. Anne is in contact with potential volunteers. Andrea Davis is interested but busy with a new job. Ted McCoy may help with Sunshine Week. The national webcast may be Thursday or Friday of that week, but it has not been announced yet. We previously co-sponsored Sunshine Week with NOCALL, but we want to move to an evening program to accommodate our members and NOCALL is still going to do a daytime program. Anne has some ideas for potential local presentations to go along with the national webcast, such as a Freedom of Information Act workshop. Anne said Craig can use the Sunshine Week program in March or that she may seek help from Hospitality to help find a venue.

**Bayline – Judy/Alys.** Judy passed Bayline duties on to Alys in early January.

**PR – Judy.** Judy has one person working with her, whom she has asked to look for associations, media contacts, etc., that we might want to reach out to. She needs to figure out what’s out there 4

before she decides what to do. Anne suggested looking for ways to introduce SLA-SF to business leaders, etc. – people who actually hire us. For example, NOCALL members will write articles in the Daily Journal to promote their benefit to lawyers. The board discussed its ideas for the duties of the PR Chair at its September 2010 meeting.

**Academic Relations – Amy.** Amy just talked to Alys and is getting started. Alys mentioned a possible open-office tour with Jaye Lapachet.

**Reflector/Discussion List – Linda.** There are 418 members on the discussion list. There were 413 at the beginning of January. This is similar to the number that was reported at the last advisory council meeting. There are about 24 messages per month on the list. The reflector has 350 working emails from 358 members and sees about three messages per month.

Cyndi mentioned that, at the Leadership Summit, HQ said the WordPress web site and the discussion list/reflector would be linked. It was also noted that the web site can be password-protected for members-only access. Once they are all on WordPress, all SLA unit web sites will be linked. This will improve our standing in Google’s search algorithm because anytime someone searches for special libraries we will come up on top because so many web sites will be linked together.

Linda said HQ updated the discussion list software recently and it caused some problems. Some lists swallowed messages so they didn’t get to a majority of the membership. Our list didn’t seem to have such problems, though.

**Tours – Hilary.** The Lafayette Library tour in November was highly attended. Hilary hopes to do a tour in SF this next time. She is getting ideas from survey feedback, talking to Craig and Susan about Dan’s idea, and open to other ideas.

Anne will send a link of possible arts-related libraries that she found on the web.

**Awards – Sandy.** Two recipients of 2010 awards were in attendance (Alys, Student Award, and Judy, Horizon Award).

Sandy will tell Marlene she can attend the February program for free since her SLA Fellow award will be announced.

Board will vote on comp tickets for award recipients’ guest(s).

**Leadership Summit Report.** Cyndi encourages people to use SLA’s Future Ready 365 Blog and visit the Chapter Idea Bank. She said listening to other chapters’ challenges at the summit made her realize that the SLA-SF chapter has strong membership, big turnouts for programs and tours, is financially strong, and has good access to students in our area.

Mimi and Cyndi also talked about SLA’s financial health, which was discussed at the summit. Fifty percent of SLA revenue comes from the annual conference, 25% from dues, and 25% from other sources. Forty percent of SLA revenue is spent on the conference. Members were wondering how sustainable that is. There have been four years of deficit spending. This was 5

partially expected due to the centennial celebration and the alignment project. To reduce costs, SLA is cutting scholarships and reducing the number of Click U classes and inter-association activities. HQ has also lowered the ceiling for travel costs and deferred maintenance on the HQ building. SLA is down to 18 staff members, whose salaries have been frozen for two years and who are paying more out-of-pocket for their benefits. There are 9,380 members total.

The next meeting is set for Tuesday, March 16. A light dinner will be served at 6 p.m. and the meeting will begin at 6:30 p.m.

The meeting was adjourned at 7:38 p.m.

Respectfully submitted,

Heather Gamberg

SF-SLA Secretary

SAN FRANCISCO BAY REGION CHAPTER EST.1924

Executive Board Meeting

Tuesday, January 25, 2011

Kilpatrick Townsend and Stockton LLP

Two Embarcadero Center, 8th Floor

San Francisco, CA 94111

**In attendance:** Sandy Malloy (Outgoing Past-President); Cynthia (Cyndi) Berglez (Incoming President); Mimi Calter (Incoming President-Elect); Rochelle Richardson (Incoming Past President); Craig Griffith (Incoming Director of Programs); Anne Barker (Outgoing Secretary); Susan Karplus (Incoming Assistant Director of Programs); Heather Gamberg (Incoming Secretary)

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

The minutes of the November 2010 Executive Board meeting were approved.

**New Business:**

**Liaison Assignments.** The 2011 board/council liaison assignments were discussed. They are available on the Chapter web site.

**Advertising/Sponsorship Rates.** The new web site in WordPress, to which all units will be switching, can have advertising. Sandy will revisit the rates when the web site is up and ready for ads.

Cyndi mentioned that, at the Leadership Summit, it was recommended that advertising and sponsorship be called “vendor partnerships.” We should be open to a broader spectrum of advertisers. Some of the board suggestions were Whole Foods and Specialty’s. It was also suggested that we ask vendors what kinds of programs they’re interested in sponsoring and consider in-kind donations (e.g., food; meeting rooms; vendor recording, or sponsoring costs of, a webinar) in addition to cash donations.

The board decided the advertising/sponsorship rates would remain the same as they were in 2010. The rates are:

*Advertising*

***Size 1 issue/5 issues***

*business card $40/$180*

*¼ page $85/$383*

*½ page $135/$608*

*Full page $250/$1,125*2

*Sponsorship levels are: $150/$300/$500*

The board also voted to extend the 2010 “stimulus package” rates to 2011. They are:

*2 events sponsored = 10% discount + 2 complimentary ads 3 events sponsored = 15% discount + 3 complimentary ads 4 events sponsored = 20% discount + 4 complimentary ads Sponsoring at the $150 level = Business card size complimentary ad At the $300 level = Quarter page size At the $500 level = Half page size*

*A sponsor may upgrade to a larger ad by purchasing the difference between the posted price of the desired ad size and the posted price of the complimentary ad.*

**2011 Chapter Dates.** The joint meeting with the Silicon Valley (previously San Andreas) Chapter will be in Palo Alto at 5:30 p.m. on Feb. 9, 2011.

March 14 is Sunshine Week. Anne is not sure when the local program will take place, but said not necessarily that week. Craig said he had a possible program in late March.

**Old Business:**

In December, the Executive Board voted by e-mail to approve the nominations for Chapter Awards as follows:

• Professional Achievement Award - Chris Orr

• Horizon Award - Judy Bolstad

• Student Award - Alys Tryon

**Archives Committee Update.** Cyndi updated the board on the progress made to help Marie Tilson develop a plan for the Chapter archives. She sent the names of some options for binderies to Marie.

Cyndi will recruit a team to develop an archival plan. She will reach out for participants via Bayline and then send more targeted invitations, if necessary.

Rochelle will pass on a bindery-firm name to Marie.

Mimi and Monica will look up the treasurer archival plan on the SLA web site and pass it on to Marie.

**Web Site Transition to WordPress.** Cyndi and Mimi have been sending links from Daniel Lee of SLA to Cynthia Matano, our Chapter webmaster, regarding the impending transition. Some units who have already switched to the WordPress platform include the Silicon Valley and North Carolina chapters.3

**Programs Report – Craig.** There are about 20 people registered for the Feb. 16 program co-sponsored with BayNet. Craig sent the notice to the SLA-SF and NOCALL discussion lists. It is assumed that BayNet is sending out the notice to its list.

Craig will send the announcement to the Silicon Valley Chapter list and will send the program announcement to Academic Relations Chair Amy Dobrowsky to be sent to different student lists.

Dan Holmes has an idea for a map library tour, which Heather mentioned could be passed onto Hilary. The library is in the Lower Haight neighborhood of SF, so Rochelle suggested it might be good to have it in summer time when it’s light out.

Some of the upcoming events this year include:

• February - Professional development workshop and BayNet co-sponsored program

• March - Professional development workshop and Sunshine Week program

• April - Neighborhood dinners

• May - Silicon Valley co-sponsored program

• December - holiday party

Craig thought it might be good not to schedule anything during the summer months since people might not be able to attend, but Heather said she thought the programs held the past two Augusts were well-attended. Craig said summer might be good for a purely social event and one idea suggested was a picnic. Heather mentioned that we had a picnic in Golden Gate Park a few years ago and it was really cold, so another location might be better. Cyndi suggested Dolores Park.

Members of the board suggested a program on GPS technology and maps in relation to literature. Mimi said there are lots of possibilities for GIS and digital humanities at Stanford.

Cyndi and Mimi said it was suggested at the Leadership Summit that chapters work with divisions on programs. Marcy Phelps from the Advertising & Marketing Division might be able to help us develop a program on library marketing, which could take place in the fall.

**Membership Report – Cyndi/Mimi.** Neither Cyndi nor Mimi had an updated membership count from headquarters. Mimi has reached out to new and lapsed members based on the previous report.

**Treasurer’s Report – Monica.** Monica is in the process of working on the annual report for headquarters, so didn’t have time to put together her typical report. She provided these key numbers:

**Preliminary Balances as of 1/25/11:**

Checking: $1,710.17

Pooled Fund: $52,211.15

PayPal: $1,332.93

Total Assets: $52,254.25

Mimi said that, at the Leadership Summit, it was suggested that units should only have one year’s worth operations in reserve and should be spending the rest on the membership. The board suggested using reserves to help people attend meetings and comp award winners’ families for 4

the award-presentation program. The board still thinks it’s good to have a substantial safety net. It was pointed out that we have already been subsidizing programs for a few years and have been generous with the amount of food served at programs. The board suggested we could be open to paying more for venues and using the reserves for Chapter projects like the archival plan, web site transition to WordPress, and David Grossman’s nominations database.

The next Executive Board meeting is set for Tuesday, March 15, at 5 p.m. at a place to be determined.

The meeting was adjourned at 5:44 pm.

Respectfully submitted,

Heather Gamberg

SF-SLA Secretary