

**SLA-San Diego 2017 Q3 Board of Directors Meeting
Virtual Meeting via GoToMeeting
Friday, August 18, 2017**

Minutes
(No Q2 meeting)

Call to order

- Greg Sorini called the meeting to order at 2:07 pm.

Roll call

- Susan Alden, Ana Bellini, Elizabeth Grossman, Zemirah Lee, Jamie Lin, Britt Mueller, Greg Sorini, and Teri Vogel were in attendance.
- Absent: Beth Autin, Andrew Blatchford, Kristi Ehrig Burgess, Isabelle Garcia, Amara Schaffer, Jennifer Silverman.

Officer Reports

Chair (Greg Sorini)

- The draft minutes from the March meeting were approved.
- SLA Headquarters asked us if we want to continue to allow them to manage our sponsorship for any activities at the Annual Meeting. We voted to continue.
- Greg did not attend the Annual Meeting, but shared highlights from the business meeting that Amy Burke provided:
 - 1513 attendees in Phoenix, down from 2500 at the 2016 meeting. The location was one of the factors.
 - The Main Street kiosks were considered successful
 - Assuming that Baltimore will be better attended
 - Currently 5200 members, 77% full members
 - 414 new members added this year
 - 88 units
 - 2016 year end finances were discussed, but haven't been audited yet. They fell short due to the lower attendance in Phoenix and a decrease in membership.
 - Proceeds from the sale of building went to paying off the association's debt, and more debt was uncovered in 2016.
 - 2017 YTD \$3.1 million expenses, budgeted \$3.2 million. Trying to diversify revenue stream with the career center, professional development, and fundraising.
 - SLA is in a sound financial position, but 2017 isn't great due to low conference attendance. Headquarters will budget more conservatively for 2018.

- Hoping that Baltimore's attendance will be higher, and that recent changes (new management company, Main Street SLA, and SLA Connect) will begin to ripple through.

Director (Zemirah Lee)

- See attached report for details.
- Friday, September 29, at the California Center for the Arts in Escondido
- Registration link, with presenters, bios, and abstracts:
<http://sandiego.sla.org/2017/07/2017-fall-seminar-presentations-and-registration/>
- The venue is slightly less expensive than Marina Village, and we hope it will draw more people from North County.
- There is no keynote this year, so Zem and Beth are trying to find someone for that spot.
- The program is still being finalized, as they adjust timeslots to allow for more networking.
- We are not yet at the desired headcount yet, so everyone is encouraged to register and get the word out. Last year we wanted 60 and got that. This year we only have 10 registrations so far.

Past President (Britt Mueller)

- Jill Blemers has agreed to serve on the nominating committee, and Britt is looking for another member to serve. There are five positions this year: Chair-Elect, 2 Directors, Secretary, and Treasurer.
- She will begin update SLA-SD manual this fall.

Treasurer (Jennifer Silverman)

- Greg contacted Jennifer for a report. See attached.

Committee Reports

Archivist (Susan Alden)

- See attached report for details.
- Susan will need to renew agreement w/ Central Library in writing. She verbally confirmed with Richard Crawford in January, and she will keep us informed if anything changes.
- In 2009, SLA-SD volunteered at the Central Library as appreciation for their housing our archives. She will check with Richard to see if we can organize this again.
- She set up a Google account to store electronic documents, including a form to facilitate uploads. She will let us know when the form is ready, and Jamie will post it to the website.
- If anyone knows Jennifer Woodson, please let Susan know. She was the 2012 secretary, and Susan is trying to track down the meeting minutes
- As people create content for the archives, please include a footer that identifies the document name, author, and date.

Hospitality (Kristi Ehrig Burgess)

- From Greg: Kristi is tracking the fall seminar registrations, and she will create the attendee list and handle the onsite registration.

Membership (Andrew Blatchford)

- From Greg: Andrew recently pulled a report from SLA showing that we currently have 42 members, instead of 66 as we previously thought. He will check with SLA to find out why there's a discrepancy.

Sponsorship (Elizabeth Grossman)

- We have 5 confirmed sponsoring vendors for the Fall Seminar, and 2 possible vendors she's check with next week.
- All have chosen to sponsor at the exhibitor level only, \$350 each.

Student Liaison (Ana Bellini)

- Ana gave an update on our book drive for WordsAlive, our 7th year of working with them. We collected more than 200 books for programs supporting children in need and adults learning parenting skills. The remaining books will go to the monthly armed services/YMCA exchange.
- With the SLA-SD student scholarship coming up, Ana asked for guidance and feedback on the process, including judging and getting the word out. She will contact Jennifer as well.

Old Business

- None

New Business

- None

Announcements

- None

Adjournment

- Greg adjourned the meeting at 2:52 pm.

These minutes are respectfully submitted by Teri Vogel, Secretary, August 18, 2017.

2Q 2017 Directors' Update

Venue & Date

- [California Center for the Arts](http://sandiego.sla.org/2017/07/2017-fall-seminar-presentations-and-registration/) (Escondido), Friday September 29. Presentations and registration:
<http://sandiego.sla.org/2017/07/2017-fall-seminar-presentations-and-registration/>
Room rental: ~\$480.00 (\$1200-50% discount if catering minimum met – 20% non-profit discount)
Catering:
~\$35.00 per person (Corporate menu). Some customizations and supplements needed.
WIFI \$95.00 & also has Ethernet capability. Podium is included, mics \$95 inc. sound, screens- included. Projector rental is \$95.00, if needed.
Set-up fees – tables & room set-up included. Stage & podium included and are set between pillars.

Budget

- 2016 total Fall Seminar Expense was \$3252.15, about \$57/person
- 2017 proposed budget is \$3700.00
 - Expenses to date: \$1000 deposit
- Current Sponsors: \$1200 - Four total (Awaiting confirmation from Elizabeth Grossman)
- We need help promoting the event.
 - Rates: \$90 Non-Member, \$70 SLA Member, \$45 Students/unemployed/retirees/low-Income
 - Beth asked the SLA SoCal Chapter & Arizona Chapters to share on their websites / social media channels and offered to reciprocate.
 -
- Current Speakers: Nine - Eleven. Schedule conflicts with one speaker, seeking an afternoon speaker.
 - We are finalizing the agenda and program. It is currently in draft.

Themes

Library Budgets Today: Making Lemonade from Lemons

This year's seminar will focus on innovation, progress, initiative, and adaptability when times call for increased creativity. Learn from librarians who have improved their services, spaces, outreach and marketing, processes, and/or user experiences with innovative techniques, ideas or programs. And there will be ample networking opportunities to share how your library creates opportunities when surprises and challenges arise.



SLA 2017 Conference Business Meeting Update

Greg Sorini 8/18/17

2017SLAAnnualBusinessMeeting 08182017 Greg Sorini

Conference

- 1513 attendees in Phoenix, down from 2500 last year in Philadelphia
 - Fewer people wanted to go to Phoenix from the start
 - ALA just after SLA may have had an effect as well
- Main Street SLA considered a success
 - 32 kiosks
 - Over 100 units got more sign ups at Main Street
- Post conference survey received a 13% response rate
- Assuming that Baltimore conference will be better attended
 - East coast with denser population
 - More drivable location

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Membership

- 5200 members as of Phoenix conference
 - 77% full members (paying \$200)
 - 11% student members
 - 5% retired
 - 5% unemployed, life members or honorary members
- 414 new members since January 2017
- 88 units
 - 53 chapters
 - 26 divisions
 - 9 caucuses
- Members from 59 countries

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Finances

- 2016 year end (not audited)
 - Actual revenue: \$2.8M
 - Budgeted: \$3.1M
 - Fell short due to low conference attendance in Phoenix and membership down
 - Investment portfolio up 6.3% as of 6/13/17
 - Significant debt in 2016; proceeds from sale of building went to paying off debt; also analysis uncovered additional debt that wasn't initially known
- 2017 YTD
 - \$3.1M expenses; budgeted \$3.2M
 - Profitability; YTD actual deficit of \$302K; budgeted deficit \$74K
 - Didn't include net gain on sale of building as it was a one-time event
 - Revenue: 56% from conference and 28% from membership
 - Trying to diversify revenue stream
 - Career Center
 - Professional Development
 - Fund Raising

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Finances cont'd

- Overall SLA is in sound financial position due to sale of the building
 - However, this year won't be great due to low 2017 conference attendance
- Budgeting will be extra conservative in 2018
 - Hoping that Baltimore will bring numbers up
 - Takes time for changes that have been made (association management company, Main Street SLA, SLA Connect) to ripple through the community)
- SLA Board is committed to the growth of SLA

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Informal Archivist Report by Susan Alden

I. Summary of Q1 Archives Report March 2, 2017

In conclusion: We have a housing agreement in place which can be extended for another 5 years at the Central Library. I have created an inventory of the 14 boxes and 1 tube and have started to consolidate the Director's binders into the archives. Thanks to the work of previous archivists the archives are neatly organized and standardized and professionally stored. My projects going forward include:

- completing the Archivist's Quick Reference File (AQRF)
- showing our appreciation to Central Library
- entering Director's Binders contents into the print archives
- Digitally storing and organizing the archives in Google Drive for now and designing a searchable database and all that that entails in the future.
- Solicit documents starting from 2016 working backwards via Google Forms as well as Daria's history synopsis from the SLA Headquarters.
- I will include records of my work on the archives in the AQRF detailing all processes implemented and projects, active or completed, in hopes that future archivists can pick up where my work leaves off and so that the SLA SD archives remain complete and up to date.

II. Recent Progress & Action Items:

- Renew housing agreement with Central Library this Fall – Contact Rick Crawford, Supervisor of Special Collections at SDPL
- Make a plan to show appreciation for the Central Library for housing our archives
- Continue digitally storing and organizing archives using a standard nomenclature in Google Drive, email Slasdarchives@gmail.com
- Continue working on the AQRF
- Weeding print and digitizing the print archives – distant future projects
- Received financial print documents from Britt Mueller and electronic documents from Jennifer Silverman. Thank you!
- I have possession of the old Director's Binders.
- I am in contact with Jennifer Woodson the 2012 Secretary to get copies of the April 24th, August 22nd, and December 16th Meeting Minutes. If anyone is still in contact with her maybe you could check in with her.
- I will submit receipts for manila folders for the print archives and \$30 license for the Google Form.
- Document solicitation – I'm working on a Google Form that allows uploads, currently having technical issues...
 - To be used to submit documents. The form includes the following list of document categories to give you an idea of what should be submitted. In the meantime feel free to send documents to slasdarchives@gmail.com.
- FAQ: What kinds of documents should I submit to the archives? Feel free to submit documents that fall under these categories. The Practices for Chapter Archives dictates that "the archives should contain only materials of genuine historical importance".

- **Document Categories:**
 - Governing Documents: Annual Reports, Procedures Manuals, Strategic Planning, Bylaws, etc.
 - Officers' Correspondence regarding Policy or of a Controversial Nature
 - Publications: Bulletins, Newsletters, Directories, etc.
 - Financial Documents: Budgets and Accounting Records
 - Memorials & Obituaries
 - Awards: Honors, Citations, Scholarships
 - Executive Board: Meeting Minutes and Reports
 - Photographs
 - Publicity
 - SLA-SD History
 - Membership Lists, Rosters, and Compiled Directories
 - Workshops & Seminars: Agendas, Programs, Presentations, Evaluation Vehicles etc.
 - Associated Organizations: Reports and Correspondence with Liaisons from with Other Organizations

III. Questions & Suggestions for the Board

- What are your thoughts on maintaining the print archives from 2010 to present? Should we keep the print or just the electronic versions or both? I lean towards both.
- Would people be more interested in doing a project to help the Central Library to show our appreciation such as the, We Came, We Saw, We Sorted event organized by Daria DeCooman in 2009 or could we budget a donation?
- For better organization, I suggest that we include footers on all electronic documents including title, date, and author, such as: MeetingReportFinal08172017 Susan Alden.
- Once the Google Form is complete, should I email it out to current members or post it on the SLA SD site, or both?

SLA - San Diego
Balance Sheet
 As of August 20, 2017

	Aug 20, 17
ASSETS	
Current Assets	
Checking/Savings	
Checking - Wells Fargo	12,139.17
Savings	3,314.46
SLA Pooled Fund	5,443.27
Total Checking/Savings	<u>20,896.90</u>
Total Current Assets	<u>20,896.90</u>
TOTAL ASSETS	<u><u>20,896.90</u></u>
LIABILITIES & EQUITY	
Equity	
Net Assets	17,354.93
Retained Earnings	6,576.02
Net Income	-3,034.05
Total Equity	<u>20,896.90</u>
TOTAL LIABILITIES & EQUITY	<u><u>20,896.90</u></u>

10:05 PM

08/20/17

Accrual Basis

SLA - San Diego

Profit & Loss

January 1 through August 20, 2017

	Jan 17	Feb 17	Mar 17	Apr 17	May 17	Jun 17	Jul 17	Aug 1 - 20, 17	TOTAL
▼ Income									
Interest Income	0.00	0.13	209.40	0.08	0.09	0.08	0.09	0.00	209.87
Other Income	3,313.85	0.00	0.00	15.00	0.00	0.00	0.00	0.00	3,328.85
Sponsorships	0.00	0.00	0.00	0.00	0.00	350.00	0.00	0.00	350.00
Total Income	3,313.85	0.13	209.40	15.08	0.09	350.08	0.09	0.00	3,888.72
▼ Expense									
Bank Charges	0.00	0.00	15.00	0.00	0.00	0.00	0.00	0.00	15.00
Meeting Expense	0.00	0.00	1,000.00	0.00	0.00	0.00	55.00	0.00	1,055.00
Miscellaneous Expe...	3,313.85	0.00	0.00	0.00	0.00	0.00	2,500.00	0.00	5,813.85
Postage & Office	0.00	25.00	4.12	0.00	0.00	0.00	9.80	0.00	38.92
Total Expense	3,313.85	25.00	1,019.12	0.00	0.00	0.00	2,564.80	0.00	6,922.77
Net Income	0.00	-24.87	-809.72	15.08	0.09	350.08	-2,564.71	0.00	-3,034.05