

**SLA San Diego (SLA-SD) Board of Directors Meeting**  
Wednesday, May 7, 2014  
Virtual Meeting (GoToMeeting)

## **Minutes**

### **1. Call to Order and Welcome**

President Jill Blaemers called the meeting to order at 1:01 pm.

### **2. Attendance**

Jill Blaemers, Donna Dutton, Kathy Elliott, Isabelle Garcia, Amy Jankowski, Zem Lee, Jamie Lin, Talitha Matlin, Eileen Schnur, Jennifer Silverman, Kate Vigderson.

### **3. Approval of Minutes**

Minutes of the February 1, 2014, board meeting were circulated via email to the SLA-SD Executive Board in February, revised to include the actions taken in three subsequent e-votes (approval of December minutes, update to the Practices Manual, and proposed budget), and presented via email to the Executive Board on March 11, 2014. Jill moved to approve, Talitha seconded, and the minutes were approved via electronic vote concluded on March 13, 2014.

### **4. Officers Reports**

#### **4.1 President's Report: Jill Blaemers**

Jill reported the resignation of Helene Idels from the position of Director.

Jill gave a brief update from SLA headquarters. Activity on that front has been relatively quiet. Information about the upcoming annual conference was sent out. Discussion about the decision to sell the headquarters building is ongoing at the national level; Jill will send a link to this information.

Jill invited discussion on whether or not SLA-SD should contribute funds to the San Diego Public Library (SDPL), noting that a donation of \$500-\$1000 would get our chapter name on a brick. No one at the meeting expressed interest, and all agreed with Talitha's suggestion that it would be better to use those funds for a scholarship or to help a member attend a meeting.

Jill noted that lots of activities are going on this spring and thanked the organizers. She noted a good turnout at the events, with different groups at each one.

#### **4.2 Past President's Report: Talitha Matlin**

Talitha had no updates. She requested a list of attendees at this year's social hours. Amy will send this information to Talitha.

#### **4.3 Treasurer's Report: Jennifer Silverman**

Jennifer gave an overview of the chapter's budget and cash flow (spreadsheet and balance sheet attached). The only new item is that the Leadership Summit travel

expense for Jill and Amy has been spent. There is no new event income yet this year. Jennifer is talking to our bank liaison about getting a debit card, and she asked if Amy and/or Jill are also requesting one. Amy said no. Jennifer is still not on the PayPal account, due to a clerical issue which she is working on resolving. Jennifer asked that the financial files be uploaded to our chapter blog; Jamie will do this. Jennifer noted that we received some interest income from the SLA pool fund. The expenses so far this year include some carryover from last year's seminar, a thank-you gift, and the Leadership Summit travel expenses.

#### **4.4 President-Elect: Amy Jankowski**

Amy reviewed the chapter's recent programs and discussed plans for upcoming programs. About 25 people went on the tour of the downtown SDPL on March 20, and about 10 also attended the happy hour. About 10 people attended the Ballast Point happy hour on April 22. The Virtual Reference and Research Panel will take place on May 28 at Ashford University; speakers from USD and Ashford University will discuss screencasting, tutorials, etc.

Amy noted that, although our chapter is only required to put on three activities per year, she would like to add one more in August to fill the gap between the panel and the fall seminar. She suggested that we could: (1) incorporate this year's SLA theme, Beyond Borders, with a topic of special librarianship in Baja California; (2) schedule another tour (e.g., Mingei Museum or Museum of Man); or (3) re-purpose one of the unused 2013 fall seminar ideas (e.g., disaster preparedness, Haiti, or Google tools). Jill noted that Amy may need to coordinate an August event with Ali. Amy said Ali helped with Ballast Point, and they will coordinate for another happy hour. Jennifer noted that the SDPL held a Latino community event recently, so we could coordinate with them. Kathy mentioned that we put on a disaster preparedness event fairly recently, but Amy noted that it was 2 yrs ago and the topic may be timely again. Amy will email topic ideas to the board and would appreciate feedback.

#### **4.5 Director: Isabelle Garcia**

Following Helene's resignation, Isabelle reached out to Charlotte King and Pat Alderman to ask for assistance on the fall seminar planning. She sent them a schedule and a list of milestones. She hasn't heard back yet from Pat.

Isabelle is working on several major milestones. This week, she will send a Survey Monkey to the chapter to find out what topics members are interested in. She will select the seminar date and venue by June 1. She is looking for a central location and has a list of questions to ask all vendors. Her working title for the theme is "The Data Storm: How to Prepare." She noted that knowledge management, security, and other aspects of dealing with large amounts of data are currently big in the news. She has a shortlist of potential keynote speakers, including university professors who do data analysis and library professors. She will send the list to the board by June 10. She plans to send out the call for speakers by June 20, and to finalize proposal selection by August 15.

Isabelle thinks Charlotte will help her find a venue; she will let us know if she needs additional help. If she can't find another good spot, the seminar will return to Marina Village. She will send her venue questions to the Board. Jill offered to help with venue calls and suggested that other Board members could help as well. Isabelle will send the theme and possible topics to the Board. She requested suggestions for speakers.

## **5. Committee Reports**

### **5.1 Archivist: Kate Vigderson**

Kate announced nothing to report.

### **5.2 Communications: Jamie Lin**

Jamie arranged for the SLA-SD blog's webmaster to increase our bandwidth, so that now all Board members are able to upload documents. She requested feedback on our current blog email format of truncated posts directing readers to the website, noting that a setting could be changed to show the full post. After a brief discussion, the consensus was that we should keep it as is, in order to direct traffic to the website.

Jamie is now administrator of our chapter's virtual newsletter. She is looking for a WordPress plug-in to move items within a category, to help her easily collect and organize blog articles for the newsletter. The newsletter should happen either later this year or next year.

Jill asked how many people subscribe to the blog. Jamie said we have 40 subscribers. Jill noted that this is only 40% of our membership. She asked if we should duplicate notices on both the blog and our chapter email list. Jamie noted that 40% is not a bad number. Instead of duplicating, Jamie wants to use the virtual newsletter to inform people on the chapter list who are not on the blog list.

### **5.3 Employment: Donna Dutton**

Donna reported 22-23 jobs posted on our blog since January. She sent an invitation to the membership requesting job listings to post, and reminded people to look for the job postings and set up alerts. She reached out to TRAK Records and Library, AIM Library & Information Staffing, and LAC Group; she has heard back from TRAK and LAC. She also found a job herself. She plans to organize her notes on tips and tricks for job searching over the next month and will make them available to the membership.

### **5.4 Hospitality: Lauren Rasmussen (not present)**

No report was submitted. Amy noted that our chapter's Trivia Team "MARC My Words" took 5th place out of 17 in the first week of competition. The current week was a little trickier but a lot of fun. Attendance was a combination of in-person and virtual presence via GoToMeeting. Amy invited any interested members to contact either Lauren or her.

### **5.5 Membership: Ali Hennessey (not present)**

Jill summarized an update submitted by Ali (attached). The Ballast Point happy hour coordinated by Cindy Shamel was popular. We may want to do more happy hours at breweries around town.

The board discussed whether or not we should we hold an after-event following the May 28 panel discussion. Amy noted that 6:30 is late for many, so we may not want to organize a formal event. Jill asked us to let Amy know if we have any comments. Jill noted that Ali is expecting and is due at the end of September, so we may need a substitute to fill in during the last quarter of 2014.

## **5.6 Nominating: Talitha Matlin**

Talitha requested nominations (self or other) for next year's board.

## **5.7 Student Liaison: Zemirah Lee**

Zem noted that our fourth annual book drive is coming up. She has been in contact with Amanda at WordsAlive and will meet with her on May 8 to go over the details. Soon she will start process of collecting books. She may call on some members to set up collection centers at their places of employment across the county. She will set up another event where people can bring the books. Kate invited Zem to consult with her if she needs any advice. Kate noted that when she organized the event, she sent out a call for collection centers a couple of months before the event.

Zem asked if her responsibilities included anything other than coordinating the book drive and student scholarship and serving as the student contact for marketing chapter events. Jill confirmed that those are her only responsibilities.

## **5.8 Vendor Relations: Eileen Schnur**

Eileen noted that she came on last year to focus on recruiting vendors for the fall seminar. She plans the same for this year but will have a more step-by-step outreach plan. She has a verbal commitment from some vendors already. The sooner she knows what the seminar focus is, the easier it will be to recruit. Isabelle suggested opening up to different vendors. Eileen is very open to suggestions and asked that we send her ideas. Isabelle has good relations with some of vendors at Qualcomm and will follow up with them.

One of Eileen's goals for this year is to put all the vendor information in one place to make it easier for the next person to pick up next year.

Eileen invited board members to contact her if they need vendor relations help for anything other than the fall seminar.

Jill noted that ProQuest asked all units to deliver requests for funding/sponsorship support at the beginning of 2014, and ProQuest reviewed the requests as a whole. SLA-SD was not approved for fall seminar support. Jill pointed out that this new review strategy has some implications for small units/programs that we should be aware of.

## **6. New Business**

No new business was discussed.

## **7. Announcements**

No announcements were made.

## **8. Adjournment**

President Blaemers adjourned the meeting at 1:59 pm.

Minutes respectfully submitted by Kathy Elliott, Secretary, May 29, 2014.

## SLA-SD 2014 Budget

Category	2012 actual	2013 proposed	2013 actual*	2014 proposed	2014 revised	2014 YTD actual	Variance 2014 YTD	Assumption
<b>Income</b>								
Dues Allotment	\$885	\$885	\$861	\$861	\$861	\$0	(\$861)	2014: no change projected for membership figures (check was for 861.33, allotment balance after \$40 web host fee taken by HQ)
Interest Inc	\$599	\$110	\$538	\$250	\$250	\$0	(\$250)	2014: conservative estimate; varies widely year-to-year; see tab 'trends Pooled acct' for more detail
Meeting Income						\$0	\$0	
Fall Seminar	\$2,482	\$2,100	\$2,233	\$3,250	\$3,250	\$0	(\$3,250)	2014: \$750 allotment from 2013 raffle proceeds per 9/11/13 vote results + \$2500 projected income; 2013 total attendance: 58, (2013 FS numbers: 27 members @ \$65, 4 non-members @ \$75, 7 students/retirees @ \$30); 2012: 20/\$60, 10/\$75, 5/\$30 (2012 = \$65/70, \$80/85, \$30/35 early/regular)
Meeting Income Other	\$609	\$1,250	\$486	\$1,500	\$500	\$0	(\$500)	2014: 4-5 programs (?) & figure is adjusted down to use money from savings such as \$300 of dedicated profit from 2013 raffle proceeds (\$175 to support membership-raising social hour w/program; \$125 to support membership-raising social hour w/out program); per 9/11/13 vote results
2013 Annual Meeting	\$452	\$2,450	\$2,028	n/a	n/a			
Sponsorship	\$3,400	\$4,000	\$4,150	\$3,500	\$3,500	\$0	(\$3,500)	2014: this line Fall Seminar sponsors based on 2013: \$1100 lunch, \$700 b'fast, \$650 snack, and 3 tables @ \$350 ea; 2013 contains 650 received later from 2012 fall seminar
From Reserve	\$1,700	\$0	\$0	\$0	\$0	\$0	\$0	2012: Board approved \$1700 transfer for 2013 conf promotional expenses incurred in 2012 & 2013 (money transferred 6/25/12)
From Saving	\$0	\$0	\$0	\$0	\$1,100	\$0	(\$1,100)	2014: reflects partial 'spending down' of income from 2013 (raffle) & 2012 (transfer from reserve)
<b>Total Income</b>	<b>\$10,127</b>	<b>\$10,795</b>	<b>\$10,296</b>	<b>\$9,361</b>	<b>\$9,461</b>	<b>\$0</b>	<b>-\$9,461</b>	
<b>Expenses</b>								
Bank Charges	\$36	\$35	\$24	\$0	\$0	\$0	\$0	2014: no bank fees anticipated - we went electronic 10/13
Investment Loss	\$132	\$0	\$53	\$100	\$100	\$0	\$100	estimated. varies wildly from year-to-year (see tab 'trends in pooled account')
PayPal Fees	\$91	\$100	\$76	\$100	\$100	\$0	\$100	2014: estimate based on past fees; 2013 was lower due to fewer program and seminar registrations than expected
Contribution Exp						\$0	\$0	
Scholarship	\$1,040	\$1,040	\$1,040	\$1,290	\$1,290	\$0	\$1,290	2014: Student Scholarship 1000 + 40 (includes student SLA membership cost); also allot= \$30 for dinner under Meeting Exp-Other; \$250 for non-profit librarian to become SLA membership & attend Fall Seminar, from 2013 raffle proceeds, per 9/11/13 vote
West Coast Chapters Reception	\$0	\$300	\$145	\$300	\$300	\$0	\$300	2014: budgeting \$300; it may be that sponsorships will underwrite the entire amount; 2013: sponsorships offset partial costs so chapter was assessed the difference in July
Meeting Exp						\$0	\$0	
Fall Seminar	\$4,530	\$4,500	\$2,888	\$3,500	\$3,500	\$0	\$3,500	2013 actual was lower than 2012 because no speakers' expenses for travel or honorarium; 2014 amount = best guess
Meeting Exp-Other	\$507	\$1,030	\$670	\$1,030	\$1,030	\$0	\$1,030	2013: \$1000 for programming, \$30 student scholarship awardee dinner (not spend yet - Dec. meeting); 2014: using same figures (?)
2013 Annual Meeting	\$256	\$1,700	\$852	n/a	n/a	\$0	\$0	
Miscellan Exp						\$0	\$0	
Miscellan Exp-Other	\$40	\$40	\$45	\$50	\$50	\$0	\$50	2014: \$40 web hosting fee (assessed in mid-year & taken automatically out of allotment check by SLA-HQ); Note: Other, \$10 = parking, etc.
Public Relations						\$0	\$0	
Travel	\$2,000	\$2,000	\$1,564	\$2,000	\$3,000	\$2,175	\$825	Pres and Pres Elect to Leadership Summit or Annual Conference
Postage&Supply	\$15	\$50	\$37	\$50	\$80	\$0	\$80	includes thank you cards
<b>Total Expenses</b>	<b>\$8,641</b>	<b>\$10,795</b>	<b>\$7,394</b>	<b>\$8,420</b>	<b>\$9,450</b>	<b>\$2,175</b>	<b>\$7,275</b>	

Category	2006	2007	2008	2009	2010	2011	2012	Assumption
Award								
Bulletin Adv Inc								
Bulletin Subs Inc								
Contributions		\$500	\$15					
Directory Adv								
Directory Sales								
Dues Allotment	\$1,344	\$1,598	\$1,469	\$1,296	\$1,580	\$1,580	\$885	100 members x \$15 this is conservative estimate; see 'trends' tab; varies widely year-to-year
Interest Inc	\$250	\$285	\$4		\$4	\$100	\$599	
Meeting Income								
Fall Seminar	\$2,216	\$2,705	\$3,870	\$3,230	\$3,405	\$3,000	\$2,482	2010 actual total: \$2685 (22/\$65, 9/\$80, 11/\$30, 1 @ \$35, 1 @ \$85)
Meeting Income Other	\$667	\$532	\$1,440	\$91	\$2,000	\$2,000	\$609	4-5 programs in 2011
Miscellan Inc								
2013 Annual meeting							\$452	2012 income from '2013' raffle baskets 2011 Fall Seminar; 2010 income \$2850, wh. Includes the \$300 ReprintsDesk 'credit'); 2011 income adjusted downward based on these figures
Sponsorship	\$1,350	\$2,850	\$4,100	\$3,300	\$3,200	\$2,385	\$3,400	transfer from pooled SLA-HQ account to local Operating
From Reserve	\$2,000	\$1,000					\$1,700	transfer from local savings to operating (checking); note: in future years we will work on more sponsorship income rather than drawing on savings
From Saving					\$1,805	\$1,625		
<b>Total Income</b>	<b>\$7,827</b>	<b>\$9,470</b>	<b>\$10,898</b>	<b>\$7,917</b>	<b>\$11,994</b>	<b>\$10,690</b>	<b>\$10,127</b>	
Bank Charges	\$33	\$39	\$54	\$24	\$25	\$25	\$36	
Investment Loss			\$568				132	this amount does not show up in our checking; fees taken before we deposit Paypal income
PayPal Fees			\$125		\$75	\$75	\$91	
Bulletin - Adv								
Bulletin--Non-Adv								
Contribution Exp								
Scholarship		\$1,048	\$1,035	\$1,035	\$1,040	\$1,040	\$1,040	Student Scholarship
Sponsorship		\$35	\$300	-\$293				
Other Contribution Exp			\$100					
Meeting Exp								
Fall Seminar	\$2,350	\$4,817	\$4,799		\$4,404	\$4,900	\$4,530	2011 anticipated cost adjustment increased \$500, reflecting Amylin 'normal catering' rates \$1000 for programming, \$1000 to be used b/w hospitality, communications, membership & alignment
Meeting Exp-Other	\$168	\$550	\$1,075	\$3,818	\$2,000	\$2,000	\$501	
West Coast Chapters Reception					\$300	\$300	\$0	in 2012 they got sponsorships from vendors we didn't pay in
2013 annual meeting							\$256	
Miscellan Exp								
Miscellan Exp-Other	\$214		\$1		\$1,500	\$0	\$40	Web site redesign, actual spent in 2010 \$495.46; 2011: \$1500 in previous budget draft not allotted here, removed this category now posted under Misc Exp-Other
Parking			\$8					
Public Relations					\$400			
Thank you gift cards			\$150	\$30	\$100	\$100		
Travel	\$885	\$1,936		\$854	\$2,000	\$2,000	\$2,000	Pres and Pres Elect to Leadership Summit / Annual Conference
Postage&Supply			\$79	\$198	\$150	\$250	\$15	100 for regular expenses plus \$150 for a table banner (Vani)
<b>Total Expenses</b>	<b>\$3,650</b>	<b>\$8,425</b>	<b>\$8,294</b>	<b>\$5,666</b>	<b>\$11,994</b>	<b>\$10,690</b>	<b>\$8,641</b>	

## investment loss

2013	-53.25
2012	-131.72
2011	-501.41
2010	-133.08
2009	-75.98
2008	-777.31
2007	don't have data

## interest earned

2013	537.57
2012	598.92
2011	752.55
2010	565.26
2009	798.33
2008	0
2007	271.79

## net from pooled account

2013	484.32
2012	467.21
2011	251.14
2010	432.18
2009	722.35
2008	-777.31

2014 SLA-SD YTD Balance Sheet – As of 5/6/2014

2014 SLA-SD Q1 Cash Flow - YTD

1/1/2014 through 5/6/2014

Category	1/1/2014- 3/31/2014	4/1/2014- 5/6/2014	OVERALL TOTAL
<b>INCOME</b>			
Interest Inc	0.00	77.05	77.05
<b>TOTAL INCOME</b>	<b>0.00</b>	<b>77.05</b>	<b>77.05</b>
<b>EXPENSES</b>			
Meeting Exp			
Fall Seminar	10.80	0.00	10.80
<b>TOTAL Meeting Exp</b>	<b>10.80</b>	<b>0.00</b>	<b>10.80</b>
Miscellan Exp			
Miscellan Exp-Other	34.86	0.00	34.86
Travel	2,174.81	0.00	2,174.81
<b>TOTAL Miscellan Exp</b>	<b>2,209.47</b>	<b>0.00</b>	<b>2,209.47</b>
<b>TOTAL EXPENSES</b>	<b>2,220.27</b>	<b>0.00</b>	<b>2,220.27</b>
<b>OVERALL TOTAL</b>	<b>-2,220.27</b>	<b>77.05</b>	<b>-2,143.22</b>

2014 SLA-SD Q1 Balance Sheet2 - As of 5/6/2014

As of 5/6/2014

Account	12/31/2013 Balance	3/31/2014 Balance	5/6/2014 Balance
<b>ASSETS</b>			
Cash and Bank Accounts			
Operating	13,484.73	11,264.46	11,264.46
PayPal Account	0.00	0.00	0.00
Reserve	3,313.85	3,313.85	3,313.85
Savings SLA Pooled Fund	5,136.63	5,136.63	5,213.68
<b>TOTAL Cash and Bank Accounts</b>	<b>21,935.21</b>	<b>19,714.94</b>	<b>19,791.99</b>
<b>TOTAL ASSETS</b>	<b>21,935.21</b>	<b>19,714.94</b>	<b>19,791.99</b>
<b>LIABILITIES</b>			
	0.00	0.00	0.00
<b>OVERALL TOTAL</b>	<b>21,935.21</b>	<b>19,714.94</b>	<b>19,791.99</b>



## **Membership update from Ali Hennessey**

We had a successful networking event at Ballast Point (thanks to Cindy for coordinating) with about 10 people in attendance. It's worth noting that I believe we got a few attendees that are not "regulars" at happy hour events and there was expressed interest in more networking events at breweries.

It sounds like there will be light refreshments served during the program on May 28 at Ashford so I am not sure if an "after-event" makes sense. If there is interest, there is a nearby Filippis which has a casual environment for gathering and is located near Ashford and right by the freeway. I'm happy to organize such an "after-party" ;).

I would like to organize another membership/networking event for June and will get details out about that soon. Please let me know if there are any suggestions or thoughts.

Lastly, I am 20 weeks pregnant, due at the end of September and will have to temporarily step away from membership duties this fall. I'll connect with Kate to see if she can assist with a membership event in the fall in my absence.