

**METROLINA LIBRARY ASSOCIATION  
MINUTES OF THE BOARD MEETING**

Thursday, January 21, 2016 at 2 P.M.  
Central Piedmont Community College, Harris Campus, Building H1 Room 2103  
3210 CPCC Harris Campus Drive, Charlotte

**Attendance:** Brenda Almeyda, Paula Brown, Rebecca Freeman, Valerie Freeman, ~~Michael Frye~~, Jason Hazard, Jo Henry, ~~Rae Lovvorn~~, Richard Moniz, ~~LaJuan Pringle~~, Doug Short, ~~Heather Smith~~, Betty Thomas, Michael Winecoff

Rebecca started the meeting with each of us introducing ourselves to Jason Hazard, our new At-Large Member and Digital Learning Librarian at Queens University of Charlotte.

**Minutes** from our November Board Meeting via email were approved.

**Appointment of New Board Members.** Michael Frye (taking Melinda Livas's position), Heather Smith, Jason Hazard were welcomed as new At-Large Members.

**Spring Event.** In the past we have held a Tech Summit in the Spring on a Friday afternoon. After discussion, the following information was accepted:

- Date: Friday, March 25<sup>th</sup> (1<sup>st</sup> choice) and Friday, March 18<sup>th</sup> (2<sup>nd</sup> choice)
- Location: Innovation Lab at JWU (Richard to check on availability)
- Time: 1 pm on Friday afternoon
- Format: 3 to 4 presentations (Rebecca to send out email to membership for presenters)  
Deadline would be Feb 15<sup>th</sup>. Beth Martin? Instructional Technologist?
- Refreshments: Richard to check with Chartwells.

**Treasurer's Report.** Jo reported \$9056.84 in account.

**Networking Event.** Do we want to have one? Consensus was "yes." We discussed VBGB Beer Hall and parking issues. Rebecca to check on reservations at Olde Mecklenburg Brewery. Tentative date: April 13 or 14<sup>th</sup> (Wednesday or Thursday).

**Conference. Thursday, June 9, 2016 at Harris Campus of CPCC**

*Suggestions from 2015 Conference.* We reviewed some of the comments made and decided which to address:

*Scope.* Broader scope would draw more people. Valerie suggested solid track for Information Literacy. Jo suggested a public library track. It was suggested that we identify sessions but not create set tracks.

*Theme.* "10<sup>th</sup> Year" was theme for last year. "Change" was two years ago. Jo's suggestion of "New Horizons" was accepted.

*Suggestion:* Someone at the door at the end of the conference to say goodbye and collect the name tags...accepted by Board.

*Workshops.* Decision was to scrap workshops as they don't work well for us with scheduling and attendance.

*Suggestion:* that those not accepted for presentation be offered poster position. It was noted that we usually do this anyway. Decision will be based on numbers of poster submissions.

*Suggestion:* electronic version instead of paper evaluations of sessions. Valerie will take on project by adding page for day with the conference program that has links to each session's Google Form evaluation. Doug suggested PowerPoint slide at each session with bitly address.

*Student Rate:* It was noted that more than half didn't show. After discussion, the decision was to anticipate 40% no shows and reduce #s to CPCC by that amount. Advertise that there is limited number of student rates.

*Member Rate.* Last year it was noted that we were not charging members what it cost per attendee. Last year we charged posters and presenters (\$50), members (\$60) and non-members (\$75). Charge to members to increase from \$60 to \$65.

*Pasta bar.* Doug to give Crystal's email to Jo so she can check on options for our next meeting.

*Keynote.* Michael to touch base with Cal Shepard and let her know our theme and find out if she needs a room. This led to discussion about getting a conference rate for attendees. Doug to suggest list of hotels; Jo to ask them for conference rate.

*Room monitors.* Doug suggested that there was a need for room monitors to have a scripted checklist that would include welcoming the participants, introducing the speaker, and 5 minutes from the end facilitating the electronic survey. Have room monitors thank participants at the end of the session too. Doug said he would create checklist for room monitors.

*Suggestion:* increase communication to presenters about what technology is available in rooms. Advise them to not bring Macs and that there is limited tech support. Communication to be done in acceptance and reminder emails.

*Full day conference survey.* Valerie to create an electronic survey. It was decided not to have a paper version. Jo stressed needing her questions for sponsorship prospectus for vendors.

*Sponsorships.* \$1000 level sponsorships. Jo proposed that we offer \$1000 level sponsorship opportunities that would include an opportunity to pitch with a 5 minute presentation during lunch. This plan was accepted by the Board. Jo told us \$2000 would be needed to breakeven at the conference. Last year, we had three vendors last year including Innovative and Springshare.

The following is a brainstormed list of possible sponsors: EBSCO, OCLC, 3D Printer Vendor, Spoonflower, WT Cox, NC Live, Gale, Demco, Gaylord, Streaming Video Companies. Jo

mentioned Baker & Taylor, UNCG (Dr. Byrd), Rittenhouse Books, Higgins4Books, SEBCO, and Recorded Books. Send any contacts to Jo and she will send out prospectus. Sponsorship information is on the drive.

*Programs.* JWU will cover the cost and Valerie will create the program.

*RFP.* A timeline was decided. Have RFP sent out by February 23<sup>rd</sup>. Proposals would be due back by Friday March 25<sup>th</sup>. We would be back to presenters before April 15<sup>th</sup>. A subcommittee would do blind review. At the next Board meeting, a draft of the RFP would be ready for review. Then we will need to figure out who will be on the review committee.

*Website.* Jo pointed out that the website needs to be update with 2016 information with a Conference 2016 page and sponsorship dropdown. Paula is working on website.

*Marketing.* Paula putting information on the website. Rae to start puting information on social media. New members need to send Paula their pictures to be added to the website.

*Giveaway items.* Michael Frye has offered to get the giveaway items that Melinda Livas has previously purchased for the conference. Thank you, Michael.

**Next Meeting:** February 18<sup>th</sup> at 2 pm in Room 2103.

**Future Meeting Dates:** March 17<sup>th</sup>, April 21<sup>st</sup>, May 19<sup>th</sup> and June 16<sup>th</sup>. Thanks to Rebecca for setting these dates in advance and Doug for scheduling the room.

Meeting was adjourned at 3:45 pm.