

**ARLIS/NA OHIO VALLEY CHAPTER MEETING
MINUTES**

November 3, 2017

Akron, Ohio

ATTENDEES: Barbara Prior, Stacie Murry, Beth Owens, Margaret Castellani, Anne Trenholme, Mo Dawley, Pam Eyerdam, Alison Huftalen, Christine Mannix, Kiana Jones, Jason Schafer, Stefanie Hilles, Chloe Xie, Beverly Essinger, Bruce Biddle, Heather Saunders, Jennifer Hardin, Marsha McDevitt-Stredny, Karyn Hinkle, Lydia Andeskie.

The meeting was called to order by Barb Prior at 9:40 am, and she graciously thanked everyone for coming.

Karyn moved to approve the 2/8/17 meeting minutes, Chris seconded. Minutes approved.

Beth gave the treasury and membership reports:

- Treasury: As of 11/2/17 the chapter holds \$1311.70. Upcoming expenses include the donation to national for the welcome party, dues reimbursement for ARLIS/NA for the executive board, and the travel award.
- Membership: the Ohio Valley chapter currently has 19 members, 2 of which were new this year; 1 friend member, a renewal, and 1 new student member. 5 members have already renewed for 2018.

Beth reported a concern about the chapter's financial situation. Our current financial commitments total \$1050 per year, which, if we rely only on dues, would require 42 full members. While we have a significant balance in our treasury, it is due to an abundance in previous years. Barb opened discussion on the matter. The general feeling is that even though our number of actual members is low, we have an active group of people, as evidenced by the great turnout at our annual meetings year after year. It was decided to focus more on fundraising and on member donations. One suggestion was to add a donation button to our webpage.

Barb brought up our donation to the Welcome Party at the 2018 national meeting. In the past several years, we have given \$200. After some discussion, it was agreed to send a donation of \$100 this year.

Barb submitted the following report from the Web Editor, Marsha Miles:

The website re-design is on hold until we have a logo. The new site will include a rotating header (provided we have enough images), improved site navigation, and a consideration of the content based on member feedback. There are plans to streamline the PayPal payment process as soon as the account details are worked out. In the meantime, I've added a link to instructions on the registration page to help with any confusion.

There was some discussion and suggestions about our website. It was suggested that having the navigation links on the top and also on the right-hand side was not necessary. A suggestion was made to consider other templates that might be available through WordPress. It was also suggested that a Resources link be added to our page that would include training information, access to grants, etc.

Alison gave the report on the chapter listserv. We currently have 44 subscribers. Alison asked that everyone observe proper listserv etiquette. It was suggested that a signature with contact information including an individual's e-mail address be included in all correspondence for easy identification and so that readers are provided a choice about whether to respond to the whole list, when appropriate, or to an individual.

Barb presented the following highlights from the annual report:

Highlights from the Annual Report

At our Spring 2017 meeting at the national conference in New Orleans we discussed concerns about the viability of the chapter. We decided the chapter is viable despite lower numbers: our members are active, participation is strong and we produce high quality programs.

Ideas about how to increase membership and strengthen the chapter led to several projects, which fell into three broad categories:

- Improving our website with a rotating header and logo
- Raising money so we can better support our membership (ex: increasing the travel award)
- Investigate increasing programming and improving access for those who cannot travel to meetings

Virtual meetings--We have already begun using virtual meetings to facilitate participation in the chapter. For example, the executive committee met virtually throughout the year and Barb met virtually with those working on projects. We hope to add virtual component to our two annual chapter meetings as well.

Bank & PayPal accounts--Beth Owens has done a fantastic job investigating and resolving two difficult problems.

- Bank Account – Past problems transferring accounts to new officers have been largely resolved by our Treasurer, Beth Owens, after a lot of investigation.
- Getting an organizational PayPal account (our old one was under the name of a past treasurer). This has been or soon will be resolved. Then we can start selling merchandise on our Zazzle account.

Archiving chapter documents--Barb participated in a webinar for chapter leaders that explained the systems ARLIS/NA has in place for chapters to archive their print and digital documentation. In a follow-up, Executive Committee meeting we decided to write a policy, including folder structure and file naming conventions (for print and digital files). The webinar also addressed the importance of organizing and handing-off documents during officer transitions. This has always happened with the Secretary / Treasurer position but not with the Chair, Incoming Chair, or the Website manager. Our Listserv is only 1 year old, so no transitions have happened yet.

New listserv thanks to Alison Huftalen.

Website managed by Marsha Miles – She added a PayPal option to pay dues and meeting registrations. The website was used to great advantage for the Fall 2016 meeting.

Barb continued the meeting with updates on chapter projects. The following information was provided by Barb regarding progress made on training opportunities:

Barb and Betsy Lantz had a conference call. NEO-RLS www.neo-rls.org supports school, academic, public and special libraries. They offer a variety of training opportunities and are actively looking for programs to develop.

Pricing: NEO-RLS members have discounted pricing; non-members can attend at full price. For ARLIS/OV members in western PA, WV and KY: ALAO or SLA member get a 50% off discount for full day and half day programs if their institution does not belong. There is no discount for the online or archived webinars.

1. Full day event = \$160.00 plus \$15.00 for lunch
2. Half-day event = \$80.00
3. Online Webinar = \$40.00
4. Archived Webinar = \$20.00

Barb asked for discussion on this matter. Members reported positively on NEO-RLS programs that they had attended. Several of our members' organizations are Gold Members, and therefore can attend trainings free of charge. It was decided not to move forward in pursuing anything formally with NEO-RLS at this time. It was suggested that if a member found something to be of interest, that they post it on the listserv to gauge interest. If a large number of members were interested in a particular offering, we could perhaps arrange some sort of discount.

Marsha mentioned other training opportunities that are available through the State Library of Ohio, such as WebJunction. Other opportunities, such as OHIODIG, and preservation groups also offer trainings.

Anne reported on her investigation of possible platforms for virtual meetings. She suggested using Facebook Live, or Instagram Live. Alison will follow up on these suggestions.

Barb presented the following on marketing and fundraising projects submitted by Leslie Jankowski and Marsha Miles:

Rotating header project--Leslie sent a call out for members to send images (1680 x 720) that represent their institution, such as their building's exterior or interior, or an image from their special collections (restriction-free, of course), and she received one image. She resized it and sent it to Marsha. Another has come through the listserv since she sent another appeal. Marsha has tested out rotating banner options and experimented with sizing.

There was discussion regarding submitting images. It seems many of us forgot. It was decided that we would make an effort to get more images to Leslie and Marsha, so the project could move forward.

Karyn Hinkle reported on the progress made toward acquiring a new official logo for our chapter. A graphic design instructor at the University of Kentucky asked Karyn if his upper level design class could

design a logo for our chapter as an assignment in their course this fall 2017 semester, at no cost to us. Barb and the other members of the Marketing Working Group agreed we could certainly serve as clients for their class as long as they understood we may not elect to use their logo if it didn't end up suiting us. The class is now working on the logo -- it should be ready for client review by mid-November!

Karyn will share the class's logos with the Marketing Working Group and the rest of the chapter once it's finished. If we love it, we can start incorporating it! If we do not like it, we can begin collecting quotes from the professional designers and firms on our short list. ARLIS/NA will accept funding requests from chapters at any time during the year, and they told us that hiring a logo designer would definitely be an acceptable use of chapter funding.

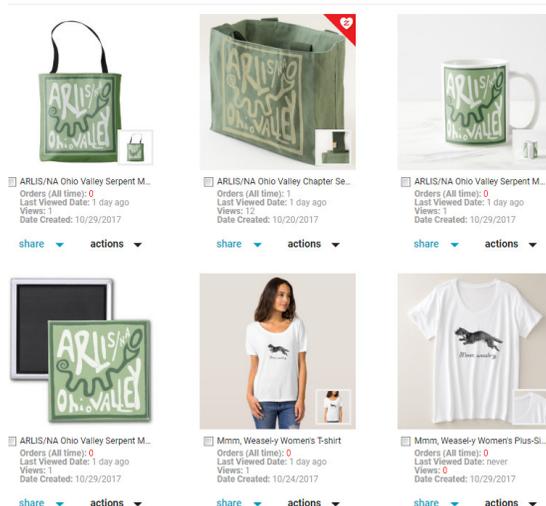
Barb submitted the following report from Caitlin McGurk on the adult coloring book project:

The idea was to solicit line art from ARLIS member institutions that would best reflect their library or collection. Unfortunately, only about 4-5 images were received, which was not enough to do anything with, despite multiple call-outs. It's possible that this project just isn't realistic for our small group, and it's also possible that people simply don't have artwork that we could convert for use in a coloring book.

After some discussion, it was decided that we were not ready to table this idea. Suggestions were made on possible images, and we will move forward.

Maggie Castellani suggested that we revisit the idea of going on a field trip as a fundraiser. There was a lot of interest in visiting Falling Water. Maggie will look into it, and report back.

The next project update was from Chris Mannix regarding the unofficial logo to be used on merchandise available for sale. She has completed a design, and after comparing a number of options, decided on using Zazzle as our provider and e-commerce platform. Chris has temporarily put the products on her personal Zazzle page (<https://www.zazzle.com/iceweaselpress/>) to see how the logo would look on the merchandise and to calculate prices (if there are any purchases, she will donate the profits to the chapter). She has also ordered the big green bag to see how it looks (and because it's cool - we might want to order one for our annual conference silent auction offering). As far as we can tell, there is no limit to the number of items you can sell on Zazzle. Here is a sample listing:



Chris reported that the upside of Zazzle is that we do not have to worry about inventory. Zazzle is Print on Demand: someone orders, and Zazzle does the rest. They are used to dealing with non-profits and can help us with that. We also liked their merchandise selection.

The downside is that items are somewhat pricey, and the default profit margin is 5% of the purchase price, though you can change that. In fact, we could probably raise the price on a few items when we make our own Zazzle store. We don't want to go too high, though, since that will make the merchandise ridiculously expensive. Zazzle often has promotions, though, like "15% off Sitewide!!" and such. This helps off-set the price issue.

Chris will send a link to her store through the listserv, so sales can begin. As soon as the PayPal issue is resolved, we can set-up an official ARLIS/OV Zazzle page. We need to decide on products and our preferred profit margin. Chris will send hi-res images for the site, or if it's more convenient, she can set up the products in the store for the chapter since she has experience with that.

We may want to investigate a printer/provider for the square magnets. Those seem like a great idea for give-away swag, but we can probably find a better deal if we order them in bulk from a provider other than Zazzle. For example, Camaloon.

Marsha informed us of grant opportunities available through LSTA. She suggested visiting the State Library of Ohio website for information on grants, WebJunction, and Leadership Ohio. She indicated that help is available for grant application.

Barb asked for volunteers for the Travel Award Committee. She stressed that the award can only be used to attend national conference. Heather Saunders and Alison Huftalen volunteered.

Barb asked for volunteers for the Nominating Committee. We have three open positions: Vice Chair/Chair-Elect, Secretary/Treasurer, and Web Editor. Anne Trenholme and Pam Eyerdam volunteered. All interested parties should submit themselves/their nominations to Pam and/or Anne as soon as possible.

Beth requested that a "refund/cancellation" guideline for our meetings be adapted by the chapter. She suggested that if the money had already been spent, that a refund could be given, minus a small service charge. After some discussion, it was decided that the guideline should be that no refunds will be issued, but leaving the decision up to the executive board, based on circumstances. In the future, registration materials should state something to the effect of in the event you are unable to attend the meeting, your registration fee will be considered a donation to the chapter.

Pam presented the following regarding disaster planning for art collections:

I went to the ICA Disaster Planning presentation last week and found it quite interesting. It includes not only collections, but what to do with staff and patrons (especially tour groups, children, etc). ICA is trying to coordinate an Ohio Response group for disasters (natural disasters, active shooter, fire, flooding) <http://www.ica-artconservation.org/preservation/emergency/>

For more information, <https://www.ohiohistory.org/learn/archives-library/state-archives/local-government-records-program/disaster-preparedness-amp-response-resources>

Anne moved to adjourn the business meeting at 11:20am. Stefanie seconded the motion. The meeting was adjourned.

Respectfully submitted,

Beth Owens