Western Mass Library Advocates

December 13, 2018

Whately Library

Minutes

Meeting called to order at 9:37 am

Present: Katherine Hand, Andrea Bernard, Deb Kern, Nora Blake, Jan Resnick, Joe Rodio, Eliza Langhans, Mary Anne Antonellis, Mike Moran

Absent: Dan Paquette, Lynn Coakley, Mary Kronholm, Toni –Golinsky-Foisy

Guest: Matt Berube, Jones Library, MLS executive board.

November minutes – one amendment - WMLA members will encourage local library staff to attend MLS listening sessions. Katherine wrote a letter introducing WMLA to libraries and attached it to the membership form and it will be sent through to delivery to public, academic and school libraries in Western Mass.

Joe moved to approve the minutes as amended. Deb seconded the motion. There were two abstentions. The motion passed.

September minutes tabled until next meeting.

Treasurer report

November 14th balance: $7,076.09

Memberships deposited $615

Expenses:

Postage: $100, Printing: $145.56 Food at GCC: $375

Current balance: $7070.53

Membership report

Katherine sent membership forms and will begin sending monthly membership reminders based on when members have joined. 15 members renewed in December, 6 members renewed in November.

Membership info is available on our google drive.

Branding committee report

Eliza made a document with all the images we have used. We will continue to work on creating connsistent branding.

MLA legislative committee update from Mike Moran

MLA has been approached about adapting Engage for local campaigns. Barbara Wurtzel has volunteered to adapt the software for local campaigns. This should be possible in the future.

Library Legislative Day – Tuesday March 5

Last year WMLA contributed finds to pay for breakfast at the Breakfast. How can we use the day to advocate for libraries and promote WMLA? Can we make a display about Western Mass Libraries? Can we share a table with CMLA?

Library Trading Cards – we’ll create trading cards featuring photos of libraries and informative facts. We can send the following info to Eliza who will make the cards.

Photo, when library was established, # hours open, circs per capita, total circs, population, square footage, number of programs,

Legislative breakfasts

Dates for breakfast

Longmeadow – February 8th, Berkshire – Williams College -Jan 25th, Amherst – March 22

Sharon Sharry, Amherst, asked for the public library info for each of Jo Comerford’s towns so Sharon can ask those libraries to invite the reps. Deb will gather this info for both breakfasts WMLA organizes and send it to the hosts.

On the MLS website there are advocacy forms – they outline info on the value of MLS services for each town in a Representative’s district. They are called something like MLS value and have just gone public.

Deb will use the slogan “Libraries deliver” on promotional emails about Legislative breakfasts.

New Business

Jan – New Trustee Handbook – available online.

Forbes Library has planned meetings with new legislators. Jan provided info about legislative agenda to share.

Franklin County Chamber of Commerce held a breakfast honoring Steve Kulik. Mary and Jan attended.

MBLC is asking for $250 million for construction in FY2020. They are also asking to increase the annual distribution cap from $20 to $25 million to help speed up funding of projects.

Jan agreed to serve on the small libraries in network committee to talk about equitable distribution of funds.

Mike – a group of library supporters will be meet with Todd Smola on December 14th to advocate for support for libraries.

Joe went to his first MLS board meeting. Matt Berube is VP of MLS. Katherine is on the search committee for a new director.

Jan has minutes from MBLC meetings – MLS references WMLA when sharing direction and planning for future services.

Jan participates in Readers Advisory across the state – she hears similar sentiments shared by WMLA about MLS from other regions of the state.

Several of us has had positive interactions with Rob Favini.

Mary Anne and Katherine attended an evening program offered from FRCOG designed to investigate collaboration between libraries and other community groups.

We will plan a party-like gathering for librarians next summer.

Terry Plum of Simmons passed away recently.

Retiirements- Judy Clini, Agawam and Mindy Hackner, North Adams and Sara Woodbury, Deerfield.

Next meeting – January 17th, South Hadley- Gaylord Library

Meeting adjourned 10:55 am

Respectfully submitted,

Mary Anne Antonellis, Clerk