

**Western Massachusetts Library Advocates (WMLA)**  
**Meeting**  
**May 10, 2021**  
**Via Zoom**  
**Minutes – Draft**

1. Toni called the meeting to order at 2:01
2. Roll call: Toni Golinski-Foisy, Lynn Blair, Nora Blake, Lisa Downing, Natane Halasz, Mike Moran, Wendy Pearson, Jan Resnick, Misha Storm, Sharon Sharry, Katherine Umstot  
Absent: Mary Kronholm, Anna Lawrence
3. April 12, 2021 minutes were approved with a minor correction by Mike and seconded by Jan.
4. Treasurer's Report:
  - Florence Bank Balance on 5/10/2021 - \$6,803.72
  - Beginning balance: \$6,744.75
  - Deposits: \$58.97
    - Membership \$35.00
    - Donation \$25.00
  - Withdrawals: \$0
  - Ending balance: \$ 6,803.72

5. Membership Report:  
We received two donations; one renewal; and no new memberships in April.

Toni reached out to Brittany McDougal from CMLA about their memberships and they didn't do any special drives last year. This year they are planning on sending out a membership drive letter and then next month a newsletter for members. Recently, we have sent email to our members about upcoming programs and budget news. Natane has been sending renewal reminders to existing members and Toni asked if we wanted to do a drive to expand it. Jan said that we have also utilized Facebook to communicate with the library community as well.

Our next activity is our support for the summer reading program followed by our annual meeting in the fall. Nora offered to post some content borrowed from our membership letter to our Facebook page.

Jan suggested that our annual meeting could be the idea share. Toni will put this back on a future agenda.

Natane will reach out to MLA about spreading the word about WMLA at the annual conference.

6. New Board Members - No report this month

7. MLA Legislative Committee - Mike shared the minutes of the April 30th meeting and highlighted the good budget news from the House and credited the library community's legislative efforts for helping. Mike said that there was interest in the idea share from the broader library community and was supportive of us offering it again.

Mike said that a hybrid of in person and virtual events might be considered for the 2022 legislative advocacy season. Mike highlighted an advocacy session being held on Tuesday 18th at the MLA conference and suggested that we invite others who are interested in learning more about advocating to attend.

8. Summer Reading Program - Jan shared a copy of the announcement for libraries to request prizes and confirmed the details with the committee. Prizes will be assembled for distribution on Friday, June 25th at 9:30 at the Leverett Library. Prize donors include Yankee Candle, Basketball Hall of Fame, Eric Carle Picture Book Museum, and Urban Air.

Jan asked about the logo that we are using on our letterhead. Toni will put a discussion of updating the logo on next month's agenda.

9. MBLC - The approval for the Amherst grant included public comment from proponents and opponents of the new building renovation/expansion. Jan is watching the Senate budget and encouraged us to reach out to Senator Lesser and Senator Comerford. MBLC will be presenting a state of the state overview at the MLA conference next week. Jan reviewed the parameters of a new library construction program.

10. Maintenance of WMLA email list in MailChimp - As agreed last month Misha has taken over sending email to our members through MailChimp and Natane continues to add in new members email addresses.

11. New Business - Collaborative opportunity for professional development with Simmons West - Toni reviewed last month's discussion with Eric Poulin from Simmons West. Toni will follow up with Eric to get a better sense of what he and the students are looking for. Toni asked board members to email her with suggestions of how we might structure this collaboration. It was suggested that we offer a zoom based Evergreen training provided by CWMARS that is supplemented up with a site visit to a member library. Toni will put this back on the agenda for further discussion.

Toni invited board members to send her agenda items.

13. Next meeting - June 14 at 2 PM

14. Adjournment - Toni adjourned us at 3 PM.