

**Western Massachusetts Library Advocates (WMLA)
Meeting
January 11, 2023
Via Zoom
Minutes – Draft**

1. **Welcome:** Misha called the meeting to order at 3:05 pm.
2. **Roll Call:** Vicky Biancolo, Bev Bullock, Nicole Daviau, Lisa Downing, Mike Moran, Wendy Pearson, Elena Pepe-Salutric, Jan Resnick, Katya Schapiro, Misha Storm, Karen Traub, Barbara Wurtzel.
3. **Approval of December 14, 2022 Minutes:** Barbara made a motion to accept the minutes as corrected below; Wendy seconded: Under **MBLC Updates** (page 2):
 - “Sharon Shaloo is retiring from the MA Center for the Book.”
 - “Commissioner Stacy DeBole has been appointed the state librarian.”
 - “June Thammasong has been hired to assist Celeste.”
4. **Treasurer’s Report** (submitted by Wendy): Mike made a motion to approve; Lisa seconded.

WMLA December 2022 Treasurer’s Report

Florence Bank Balance on 1/11/2023 - \$4,865.47

\$400.00 debit on 1/3/2023; check paid to King Gray Busline for deposit

Last Statement date - 12/30/2022

Beginning balance: \$6,015.47

Deposits: \$0

Withdrawals: \$750.00

Ending balance: \$5,265.47

5. **Membership Report** (submitted by Natane):

“We recorded two renewals (1x family and 1x student in November) and no new memberships. In December we had no renewals/new memberships. The [running report](#) is found in our WMLA google drive.”

We discussed having a membership drive soon; Elena has been helping Natane organize membership records and track renewals; Natane has suggested quarterly updates/reminders; we’d like to switch over the coming year to an annual renewal period starting in January; Jan reminded us that the WMRLS listserv is still available and may be helpful in a membership drive.

6. **Board Members Updates:** Misha reported that Kristen Mann, whom we hired for the logo project, met with Misha and Lisa, will submit three logo design ideas by the end of January, and

will attend our February meeting to receive feedback on all three that she can refine based on what she hears back from us; she'll present it in different versions as needed (web site, letterhead, giveaways, etc.); this new branding should also be helpful in our membership drive.

7. MLA Legislative Committee Update:

- Mike reported that the Committee will next meet on January 20 after two meetings of its Library Legislative Day Subcommittee on December 16 and January 13;
- He shared a registration form and "Save the Date" flyer from MLA for LLD at the State House in Boston on March 15, which Misha will forward with a cover note to WMLA members;
- We have contracted with King Gray for a 36-seat bus on LLD at a cost of \$1,300;
- CMLA will consider our request for a contribution of \$300-400 toward this cost at their next board meeting on January 19, since CMLA members will join WMLA advocates on the bus;
- When we hear of their decision, we'll produce and circulate a flyer for the bus as co-sponsored by WMLA and CMLA with a separate registration form to be paid to WMLA;
- A virtual LLD is tentatively scheduled for Wednesday, March 1, with WMLA's session in the 10-11am hour (subject to MLA approval on January 20).

8. MBLC Update:

- Before the meeting Karen sent reports from MBLC staff James Lonergan and MaryRose Quinn at the Board's January 5 meeting;
- She was impressed by her recent first visit to the Boston Public Library and a Youth Services program this morning sponsored by MLS;
- She looks forward to attending an MLS (in partnership with LibraryWorks) webinar "Communicating with your local officials about your library" tomorrow, and on Jan 26 "Use strategic communication to influence your library's stakeholders," and, next week, the Mass Book awards at the State House and the Mass Municipal Association annual meeting and trade show;
- Vicky reported that CMLA appreciates all the support it has received from WMLA.

9. Miscellaneous:

***Advocacy 101 collaboration with CMLA:**

- Lisa will meet soon with Becky Plimpton to discuss a one-hour virtual training session for effective advocacy, featuring Senator Jo Comerford (WMLA) and Rep. Natalie Higgins (CMLA), to be scheduled in late February;
- This may be followed up with a similar program for library trustees, presented by Maura Deedy and Rob Favini of the MBLC;
- Jan will update a flyer she produced several years ago with basic advocacy tips.

***Legislative Breakfasts:**

- An in-person breakfast for Senator Paul Mark's district will be held at Simon's Rock of Bard College in Great Barrington on Friday, January 27, at 8:00 am;
- A subcommittee of Misha, Lisa, Nicole, and Mike, with input from Jean Canosa Albano of the

Springfield City Library, will plan one or two more virtual and/or in-person breakfasts on February 24 and/or March 3 for the districts of Senators Comerford, Gomez, Oliveira, and Velis;
-We should update our plans on this spread sheet from MLA:

https://docs.google.com/spreadsheets/d/1T8GX25wqUX3qchxqU6h12qjRgOfUA4_qCifmyIa7R-Q/edit#gid=0

10. **Next meeting:** Wednesday, February 8. at 3 pm.

11. **Adjournment:** Misha adjourned the meeting at 4:05 pm.

Respectfully submitted,
Mike Moran,
Secretary pro tem