

**Western Massachusetts Library Advocates
Zoom Meeting
February 8, 2023**

Welcome and roll call: Barbara Wurtzel, Lisa Downing, Karen Traub, Nicole Daviau, Kristen Mann, Michael Moran, Jan Resnick, Katya Schapiro, Elena Pepe-Salutric, Lynn Blair, Commissioner Bianco, Bev Bullock.

Logo Discussion with Kristen Mann: Kristen presents the initial concepts for the logo design. Kristen asks for feedback. Board members provide their feedback, discuss their favorites, and offer suggestions/edits. Kristen's next step is to take the feedback and create 3-4 revised versions and present another document.

Approval of January 11, 2023 minutes: No corrections.

Treasurer's Report: as submitted by Wendy Pearson.

WMLA January 2023 Treasurer's Report

Florence Bank Balance on 2/3/2023 - \$5,071.13

\$75.00 payment to Jan Resnick for Toni's retirement gift

\$51.00 payment to Natane Halasz for membership mailing

\$120.47 income from membership/renewals

Last Statement date - 1/31/2023

Beginning balance: \$5,265.47

Deposits: \$211.19

Withdrawals: \$475.00

Ending balance: \$5,001.66

Membership Report- as submitted by Natane Halasz- "We pushed out a membership drive letter in January. We emailed 306 people subscribed to our e-newsletter on January 13, and mailed out physical letters to 108 addresses on January 20. In January we received seven renewals and three new memberships, for a total of \$280. This is the total from online memberships received in January; there may be more received in the post which I have not counted in this total. As of today, we have 89 members in our membership spreadsheet who we can communicate with by email and/or telephone; and 106 members who we can communicate with by postal address and/or telephone."

February 2023

As of 2/8, 1 x Student/retiree renewal (\$10)

January 2023:

Renewals	(Champion): (Business/Institution): (Friends/Library Group): 1 x	Total: 7 renewals = \$220
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	\$50 (Family/household): 2 x \$50 (Individual): 2 x \$25 (student/retiree): 2 x \$10 (open):	
New Members	(Champion): (Business/Institution): (Friends/Library Group): (Family/household): (Individual): 2 x \$25 (student/retiree): 1 x \$10 (open):	3 new memberships = \$60

Board Member Updates:

1. MLA Conference Table- CMLA asked to partner with us for a table at the MLA Conference. Misha, Lisa, and Nicole will help staff the table. Will our new logo be ready in time? Discussion on what materials could be handed out. Michael makes a motion to split the cost of the table, Bev seconds. All in favor.
2. 413 Delegation- Nicole speaks to the Delegation which is a collaboration between legislators in the 413 to work on issues like broadband in the area. Libraries should be on their radar.
3. Lisa speaks to the bus registration for legislative day and promotion. Mike says a separate message would be helpful.
4. We had a question on our Facebook page about a breakfast. We aren't having a breakfast this year, but we can share other ways to advocate on legislative day virtually or in person.

Advocacy 101 Document for Library Legislative Day- Lisa is looking for feedback on the document- encourages everyone to email feedback.

MLA Legislative Committee Updates: Mike sent out his updates via email. Mike adds that we should make sure we invite our legislators to the virtual Library Legislative Day.

MBLC Updates- Karen sent updates out via email. Karen reminds the group it's Love Your Library Month! June Thammasnong is doing a great job in the PR department at the MBLC. Karen encourages the group to ask patrons to collect stories on what their library means to you so they can be shared with legislators. There are many upcoming workshops.

Misc.- Jan suggests it is helpful when recruiting new members to know where they are from (and also when participants register for programs). Could there be an option for "retiree"? Jan will pursue this with MLS.

Adjourn- next meeting March 8, 2023 at 3:00pm.