

**Philadelphia Regional Chapter
Medical Library Association
Minutes, Board of Directors Meeting
Rowan University School of Osteopathic Medicine
Stratford, New Jersey
February 18, 2015**

Present:

Barbara Cavanaugh	Education & Credentialing Chair
Gary Childs	Treasurer
Christine Davidian	Communications Committee Chair
Kelsey Duinkerken	Archives Committee Chair
Stephanie Ferretti	Chapter Council Alternate
Gary Kaplan	Chapter Council Representative
Sarah Katz	Membership Committee Chair
Dan Kipnis	Program Chair/Chair Elect
Beth Lewis	Development Chair
Robert T. Mackes	AHIP Liaison
Jenny Pierce	Chair
Alexandra Short	Secretary
Priscilla Stephenson	By Laws Committee Chair

Absent:

Barbara Kuchan	Nominating Committee Chair/Parliamentarian
Marita Malone	Government Relations Committee Chair

I. Call to Order

The meeting was called to order at 10:08 AM by Chair, Jenny Pierce.

II. Minutes Review and Approval

Robb Mackes made a motion to approve the minutes from the November 7, 2014 board meeting. The motion was seconded by Dan Kipnis; the minutes were unanimously approved.

III. Treasurer's Report – Gary Childs

\$12,871.77 in checking account

\$5,754.87 invest program

\$6,570.21 PayPal account & donations

\$25,196.85 = total balance

We also have \$3,506.00 in our joint meeting account. Gary asked for confirmation that all donations go into the PayPal account. Beth Lewis said most of the tables have paid. 6 vendors have paid \$500.00 each. One has paid \$850.00 and one has paid \$750.00. Beth conformed that all donations were for the tables and the sponsorship levels.

Just as a point of comparison, Gary shared that last year's balance at this time = \$23,702.53.

Jenny Pierce asked Gary about our audit status. Gary responded that there is no way he can run an audit until he is less busy. This summer is probably a realistic time for an audit. Dan Kipnis asked if we have someone lined up to run the audit. Gary responded that he had not contacted anyone on the list that Jenny had given him because they would require data from him, which he cannot do at this time. Jenny Pierce asked if we should have a short-term work group to help Gary. Gary responded that this was not necessary. He just needs to carve time out for the audit. Jenny commented that I would be great to have the audit so we could have a credit card and not have to have a personal credit card attached to our account

Action Items

*Beth Lewis will send a list of joint meeting donors and monies to Gary Childs. Gary will then move all appropriate monies over to the joint meeting account.

IV. Committee Reports:

A. AHIP – Robb Mackes

No real report. The committee is still planning for activities at MLA.

B. Archives – Kelsey Duinkerken

Kelsey has set up an account through Amazon's S3 cloud storage service and MLA's born-digital records have all been uploaded to the cloud. Jenny Pierce added that this is one of the reasons why we want to try to get everyone's reports submitted through the mailing list. Then Kelsey can grab them and upload them to our cloud account. Jenny asked Kelsey if she had administrator access to Wild Apricot. Kelsey was not sure if she did or not.

Everyone on the board should be an administrator on Wild Apricot according to Jenny. The board members agreed.

Action items

Sarah Katz will add Kelsey a Wild Apricot administrator. Jenny Pierce will make sure that all board members are Wild Apricot administrators.

C. By Laws – Priscilla Stevenson

No report

D. Chapter Council Representative – Gary Kaplan & Stephanie Ferretti

There has been mailing list discussion about graduating membership fees based on salary. MLA News is still looking for an editor. There is a survey out there looking for input on the strategic plan for the NLM through March 13, 2015. There have been complaints on the mailing list about the lack of librarians on the NIH Director Working Group on the National Library of Medicine. Our chapter will have a poster at MLA and there are recommendations for its content. Jenny Pierce asked if we should have a work group made up of board members to do the poster or if we should just put it out to the membership. It would involve designing and developing content for the poster. Sarah Katz shared that she has several poster templates and may be able to get us free poster printing. Sarah would like help with the content. The board suggested that we put this out to the membership to solicit help with the poster. Jenny shared that we now have a chapter Gmail account so we can submit our poster abstract. The email address is mlaphiladelphiaregional@gmail.com....and we get to keep it!! Dan Kipnis asked if there is a plan B for the poster when no one offers to volunteer to do it. Jenny Pierce replied that the responsibility will go to the board.

Action Items

*Jenny Pierce will put out an offer to the membership to help with the chapter poster for MLA.

E. Communications – Christine Davidian

Christine has added and removing posts and calendar entries to the WordPress site according to people's requests. Mitzi Killeen has been posting job vacancies on the web site and the mailing list. Mark Putterbaugh has been conducting regular backups of the web site.

Discussion took place surrounding the possibility of moving everything to Wild Apricot instead of maintain two areas. Christine stated that there would be an increased cost with moving to Wild Apricot based on the amount of space we use. The increased cost would be about \$250.00/year according to Christine. The benefit would be that we would not be duplicating content and posts. Jenny stated that having two spaces is confusing and they look different. Dan asked how much space we are currently using in WordPress. Christine was not sure, but will find out. Robb Mackes asked why the two products would need to be integrated instead of just linking to one another. Jenny Pierce said that it looks awkward are designed very differently, which she demonstrated. Sarah Katz mentioned that an advantage to Wild Apricot is that there is a secure area for content that only members can access, which may be the benefit of putting everything on Wild Apricot. Discussion took place on what should appear on WordPress vs. Wild Apricot. Gary Kaplan suggested that some of the older content, especially pdfs and photos could be archived to free up space. Dan suggested a 2 year cut-off for content before it gets archived. Gary added that there is an MLA-Phil Group Flickr account with 341 photos. We should probably archive and get rid of the Flickr badge on the web site. We also have a Twitter account = MLAPhil (Lentz51 = password).

Action items

*Christine will find out how much space we are currently using in WordPress. She will also get figures on page hits to analyze the use of older content on WordPress.

*Kelsey Duinkerken will look into archiving the Flickr photos

*Alex Short will be in touch with Christine about uploading minute meetings to the web site.

F. Development – Beth Lewis

Vendor letters emailed on January 19, 2015. As of right now we have a total of 10 reserved tables, including the one for MLA. Beth came across two issues during this process for which she would like the board's feedback. Two vendors wanted a list of attendees for the joint meeting. One vendor paid as a silver sponsor and then also paid the table fee for a total of \$850.00. Beth is wondering if we should just bump her up to Platinum level sponsorship. Discussion took place about the vendor and it was decided that it should be the total amount paid that should determine sponsorship level. Discussion then took place about the list of attendees....this is common, but what attendee information should be provided on a list? Some meetings just list names. Others provide institution and even contact information. It was decided by the board to provide a list of attendees with name

and institution only. Jenny Pierce thinks that this can be done through Wild Apricot. Barbara Cavanaugh suggested that we add an option statement in next year's registration concerning the sharing of attendee information. Beth shared that there is room for one more vendor table. Dan Kipnis asked Beth if she had received any smaller donations. Beth did not receive anything smaller than a table donation. Jenny shared that 25 people are currently registered for the meeting.

Action items

- * Beth Lewis will get logos for the meeting program and web site thank you statement.
- * Beth will report to Dan with the # of reps attending the meeting for food purposes.
- * Jenny Pierce will follow up with Tommi Gunn of MLA to see how many folks from MLA will be attending.

G. Education – Barbara Cavanaugh

The 3 webinars received a lot of positive feedback, especially about the ability to view the webinars at a later date. Registrations for the on-demand webinars were 6, 7 and 8 respectively. The on-demand period runs for one year. The webinars cost MLA-Phil \$199.00 each according to Gary Childs. How much should we budget for these in the future? Discussion took place surrounding the number of webinars we would offer per year and how much money we would spend per year. One webinar per month was suggested, which would cost \$2,400.00 at \$199.00 each. Alex Short and Robb Mackes thought that this might be too aggressive. Maybe quarterly webinar offerings would be better? Dan Kipnis stated that we have a healthy treasury account and he would like to see us offer more to our members. Jenny suggested that maybe we offer certain webinars on-demand and offer what we think would be the most popular webinars at a physical site. Gary Kaplan stated that he thinks that part of the success of the webinars we just offered was the "liveness" of the events. If we offer webinars from the archives then we need to add some "juice" to them. He thinks that we should concentrate on the current webinars that are being done live. Maybe we could survey members about which recorded webinars they would like to do if we decide to offer recorded webinars. Jenny Pierce asked the board if we are ready to commit to providing these webinars to our membership and spending up to \$2,400/yr? Gary Childs thought that was a very large number. Gary Kaplan stated that the return on investment for that money is increased memberships. Other board members agreed that this is a good way to maintain and grow membership. Dan Kipnis again suggested that we try this out on a quarterly basis as a compromise. There is no need to sit on our large treasury balance. These are easy events to do and it brings members together. Jenny Pierce

suggested quarterly live webinars and recorded webinars . Robb Mackes suggested that maybe we could offer the live webinars at different locations than Philadelphia. Barbara Cavanaugh offered that maybe we could offer some value added activity to the live webinars to make it more than just getting together to watch a webinar. Dan, Robb and Jenny discussed whether or not there are talking points that correspond with the webinars. Jenny Pierce made a motion that we budget up to \$2,400.00 to spend on educational webinars from MLA, separate from other education initiatives. Robb Mackes seconded the motion. There were no objections and the motion passed unanimously.

Action items

*Barbara will send out a reminder about the fact that on-demand format for the webinars is still available.

*Barbara will contact MLA to find out how many people pay \$49.00/person to view these. This will allow us to gage their popularity and will find out what the upcoming schedule of webinars is.

H. Government Relations – Marita Malone (not present)

No report

I. Membership – Sarah Katz

Memberships have been slow to renew this year. We currently have 45 people who have renewed, with 4 pending renewals. There are 6 retiree, 7 lifetime and 3 student members, for a total of 65 members. Sarah said that 32 regular members have not renewed yet and the final reminder email from Wild Apricot just went out. Sarah will start manually contacting people who have not renewed. Board members reviewed the spreadsheet and gave Sarah some updates on certain individuals' status, i.e. moved, retired, etc.

Action items

*Sarah Katz will begin to manually contact people who have not yet renewed.

*Sarah will send the current version of the welcome letter to the board.

K. Nominating – Barbara Kuchan

There is a candidate from Pennsylvania Hospital for the Beatrice Davis award, but Jenny Pierce does not have the specifics.

Action items

*Jenny will follow up with Barbara Kuchan as she was unable to attend this meeting.

J. Program Chair Report – Dan Kipnis

We are on track with coordination of our joint meeting on March 19th. Speakers are confirmed. The CE course instructors are confirmed and registration is open. Dan is hoping for about 80 attendees. We are off to a great start. It's a nice venue and the food will be great.

Dan and Jenny Pierce sat in on a conference call with Roberta Fitzpatrick from Rutgers and Ryan Harris from the University of Maryland for initial discussions regarding a joint meeting with MAC and the NY/NJ chapters. There are tentative appointments for the steering committees. Philadelphia chapter will be handling registration and local arrangements, i.e. venue, hotel, etc. We are looking at a date of October 2016, so there is a lot of work ahead for this exciting event. As information becomes available we will be sharing it on the chapter mailing list. Jenny Pierce added that they are going to try to have a co-chair for the local arrangements. Jenny started discussion on whether or not we should have a chapter dinner in the Spring of 2016 in addition to our joint meeting in October 2016. If we do not that means we will go 16 months without a meeting. Jenny Pierce reminded us that we did have a chapter dinner the same year of the Quad meeting in Baltimore. We are not planning on having a chapter business meeting at the joint meeting in 2016. Do we need to have a meeting in 2016? The board looked at the by-laws and they do not specifically stipulate the timing of our annual business meeting. Christine asked if we do not have a chapter dinner/meeting next year, then what will motivate people to join? Jenny mentioned that we have never had our meetings in the Fall and next year will be the first time that our only meeting will be in the Fall. Maybe we can have a chapter dinner during the meeting? Discussion took place on this point. Dan Kipnis agreed that we should just have the one Fall meeting because it alone will involve "tons of work." Jenny said that one of the things they were discussing was if we should have our programming chair also be our representative on the joint meeting steering committee. If we do that, then Jenny thinks it would be impossible for us to have a Spring chapter dinner. Sarah thinks that if we do not have a Spring dinner, we still need to provide some smaller things for members to be involved in. Dan reminded us that the chapter will have to put up a significant chunk of money for the joint meeting and it will not be a typical year for us. Dan thinks we could be putting up \$4,000.00 as seed money. According to Stephanie Ferretti, we put up \$2,000.00 of seed money for the Quad meeting in Baltimore. Jenny Pierce posed the following two questions to the board; should our programming chair also serve as the local arrangements chair on the steering committee for the joint meeting? Should we have a meeting in the Spring in addition to the joint meeting in October? The board voted by a voice vote that we

should not have a Spring meeting in addition to a joint meeting in October 2016. Next, the board debated whether or not our programming chair should also be the local arrangements chair on the joint meeting steering committee. There was a lot of discussion and uncertainty surrounding this issue. It was decided that we would not resolve this issue at this meeting and that Dan and Jenny will need to get more information, draft a proposal and send it to the board. At this point the discussion was tabled until further notice.

Action Items

*Dan Kipnis will find out who the overall chair of the October joint meeting is.

V. Old Business

Gary Kaplan mentioned that we had previously discussed that everyone who is a chapter member needs to be on the mailing list.

Jenny Pierce had put something on the mailing list about anyone having news that we could put in the Chapter News and no one responded. Are there any ideas? Is it too late to send them something that we did last year? The deadline is tomorrow.

Dan Kipnis suggested that we send something out to the members about chapter members who are presenting papers or posters at MLA 15.

Jenny asked if we wanted a room at MLA15 for a meeting. We had discussed this at the last meeting and decided “no.”

Action Items

*Jenny Pierce will talk to Kevin about bulk-adding chapter members to the mailing list.

*Christine Davidian will send the article that we wrote for last year’s annual meeting to MLA Chapter News by tomorrow.

*Jenny Pierce will get information about members who are presenting at MLA and will post on the web site.

VI. New Business – Jenny Pierce

Action Items

VII. Adjournment

Jenny Pierce made a motion to conclude this meeting at 12:04pm. Dan Kipnis seconded the motion. The motion carried and the meeting adjourned at 12:23pm.

Respectfully Submitted,

Alexandra Short, Secretary