



Special Board Meeting Minutes June 17, 2019 | 3:00-3:30 PM

Present Board: Kim Hixson, Steven Bailey, Emily Keller, Dave Sonnen, Ahniwa Ferrari, Rachel Ramey, Rhonda Gould

Present Staff: Kate Laughlin, Hannah Streetman

Notetaker: Hannah Streetman

Meeting called to order at 3:06 pm with a quorum present.

Background on “conference gap”

- Due to the timing of the joint OLA-WLA Conference, there will be a long gap between the 2019 and 2020 conferences. To figure out what professional development opportunities WLA might offer during the gap, the office held a brainstorming meeting with WLA leadership and previous conference committee members, as well as meetings with the Washington State Library and Division leadership.
- The original idea had been to host one-day conferences in multiple locations around the state, but the preferred idea soon became an online conference. At the April Board meeting, the Board asked the office to incorporate an online conference into the proposal. The School Library Division and Academic Library Division/CLAWS both prefer to hold in-person events.
- The goal of this special Board meeting was to vocalize support or concerns about any of these events, and to vote to approve the \$12,000 addendum to WLA’s contract with Primary Source in order for PS to plan and execute these events. The Board did not need to vote on each event.
- Some events in the proposal will occur in 2020, but the majority of planning will happen in 2019. Any events included in the 2019 contract addendum will be paid for the duration of the event.

WLA Awards Gala & Leadership Retreat

- It was asked how the office estimated the attendance, revenue, and expenses. It was a rough count based on the number of Board members, award winners, anticipated guests, etc. It’s an estimate, but it’s scalable and any additional expenses will be offset by additional revenue.

Virtual Conference

- There is a typo in the proposal: It should say there will be 3 tracks of 4 breakout sessions, rather than the reverse.
- It was asked whether the conference will be recorded. The office plans to record the event and make it available afterward, potentially first to WLA members.

CLAWS-ALD Conference

- Emily mentioned she attended a successful one-day reference summit. This model could be a resource in planning the CLAWS-ALD conference.

ScLD Workshop

- There were no questions about the ScLD workshop.

Board vote to approve addendum

- Ahniwa motioned to approve adding a \$12,000 addendum to WLA's contract with PS for the events included in the proposal. Kim seconded. Motion passed.



WLA Contract Addendum Events

WLA Awards Gala & Board Retreat - Fall 2019

In communications with Board President, Rhonda Gould, the office set a date to honor this year's WLA merit award winners and recognize scholarship winners and incoming/outgoing leadership. This date falls on the first weekend of Oktoberfest in nearby Leavenworth, providing an extra reason to make the trip. Beer, wine, and appetizers will be served. RSVP will be requested for event-planning purposes. This event will have modest revenue to offset some expenses.

We would like to schedule the 2019 Board Retreat for that same date and location, inviting incoming, outgoing, and ongoing board members for succession planning and strategic development. (We will hold a separate online orientation with Division and Section leaders.)



Date: Saturday, October 5, 2019

Time: Retreat 10:00 AM-3:00 PM; Gala 4:00-6:00 PM

Location: [North Central Regional Library Distribution Center](#)

Registration: free for members, nominal charge for non-members (tentative)

Estimated Gala Revenue

Nonmember gala tickets \$400

Based on 20 nonmembers purchasing tickets at \$20 each.

Drink tickets \$100

Estimated Gala Expenses

Facility no charge

Refreshments Up to \$600

Self catered, based on attendance of 50 people. Will use wine left over from 2019 OLA-WLA Conference. Board Retreat and awards expenses are not included, as they were approved in the 2019 budget.

Staff time \$1,500*

Staff time includes advance planning, online planning meetings, content selection, online registration setup, communications, marketing, event staffing.

**This expense of Primary Source staff time is included in the 2019 contract addendum.*

WLA Virtual Conference - Winter 2020

By hosting a one-day conference online, library staff and advocates who may not be able to attend our traditional conferences due to limited staffing, funding, or location will be able to attend and/or present at this event. We have the opportunity to broadcast proposal requests and attendee registration to a wider audience, including those outside of Washington. After multiple discussions with Tami Masenhimer from Washington State Library about top continuing ed needs, we'd like to focus content into three tracks with preference given to programs relevant to small and rural libraries: Emergent Technologies; Career & Professional Development; Marketing & Communications. Tami and WSL have agreed to assist with planning and event execution, including some tech support. This event is anticipated to be revenue-generating.



Date: Tuesday, January 14, 2020

Time: 9:00 AM-4:00 PM

Location: Zoom webinar and meeting rooms

Schedule: Keynote speaker(s), 4 tracks of 3 concurrent one-hour sessions, breaks between sessions, break for lunch on own

Registration: \$10 member/\$30 nonmember pricing differential, with advance registration for WLA members only

Sponsorship: One or more sponsors will be recruited to offset up to \$5,000 in event costs. We would like to make the charge to WLA members nominal

Estimated Revenue

Sponsors \$5,000

Registration \$9,000

Based on 300 members registering at \$10 each and 200 nonmembers registering at \$30 each.

Estimated Expenses

Zoom Webinar Up to \$400

Speakers Up to \$500

Since airfare and lodging will not be expensed, only includes speaker honoraria.

Advertising & promotion Up to \$100

Staff time \$4,000*

Staff time includes advance planning, online committee meetings, program selection (RFP process and selection meeting), online registration setup, communications, marketing, event staffing, and evaluations.

**This expense of Primary Source staff time is included in the 2019 contract addendum.*

Estimated Profit \$9,000

ALD/CLAWS Conference - Spring 2020

WLA's College Libraries Across Washington State (CLAWS) Section and the Academic Library Division (ALD) would like to hold a one-day conference for academic library professionals. They hope to have concurrent sessions for up to 150 people at a location that is free or very low cost. Members are currently doing outreach to multiple institutions to identify a location. This event is anticipated to be revenue-generating and we suggest any income be split in thirds between the two internal groups and WLA's general fund.

Date: Spring 2020, possibly March

Time: TBD

Location: TBD, exploring options

Schedule: TBD

Registration: TBD based on expenses

Revenue & Expenses

The following model is based on the 2017 WLA Learn Local one-day conferences.

Estimated Revenue

Sponsors \$2,500

Registration \$19,500

Based on 150 attendees registering at \$150 each. Does not reflect actual pricing or member/nonmember differential.

Estimated Expenses

Facility no charge

Keynote(s) \$300

Refreshments \$400

Advertising & promotion \$50

Printing \$100

Staff meals & lodging \$300

Staff time \$6,500*

Staff time includes advance planning, online committee meetings, program selection (RFP process and selection meeting), online registration setup, communications, marketing, event staffing, and evaluations.

**This expense of Primary Source staff time is included in the 2019 contract addendum.*

Estimated Profit \$20,850

The profit will be split three ways between the ALD, CLAWS, and the WLA general fund.

Staff time expense is not included in this calculation of profit, as with traditional WLA Conferences.

Update on Other Events

Follett School Libraries Workshop - Fall 2019

[Follett](#) is working with the leaders of our School Library Division to plan a one-day workshop. Follett is sponsoring content, handling registration, and providing guidance for the event. There may be expenses that the WLA School Library Division covers or other sponsorships may be sought, but at this time is not a factor for the 2019 WLA budget addendum. This will not generate any income for WLA or the ScLD.

Date: October 12, 2019

Time: TBD

Location: [Shoreline Center](#)

Schedule: One-room event with all-attendance programs and room for breaking into round table discussions. Lunch provided.

Registration: Follett may charge \$99; no WLA member discount

2020-22 WLA Conferences

2020 WLA Conference: October 7-10 at the Spokane Convention Center. Committee kicks off planning in late September.

2021 WLA Conference: we are looking at Western Washington locations. Several options would allow for at least 600 attendees and have the required space for a banquet hall, exhibit hall, breakout rooms, and enough nearby lodging, including:

- Tacoma Convention Center
- Tulalip Casino
- Bell Harbor in Seattle
- Seatac Hilton or Doubletree
- Hyatt Regency in Renton
- Lynnwood Conference Center
- Meydenbauer Center in Bellevue
- Marriott in Bellevue

2022 WLA Conference: will most likely be held at the new [Wenatchee Convention Center](#) and we have a site visit scheduled next month. Stay tuned!

