NYLA/LAMS Meeting
April 30, 2007

Welcome—Phyllis Keaton

Minutes—Pat Kaufman e-mailed the minutes of December 7, 2006. They were approved today and she will resend them.

Treasurer’s Report—Josh Cohen

YTD Closing Balance $9,876.93

Conference Report—Sherry Haluska reported on the NYLA Conference Planning Committee meeting at NYLA and the comments on our planned programs. The Planning Committee was enthusiastic about our proposals.

Programs—Sherry Haluska led a discussion of our proposed programs:

Architectural Program.

Outcome Based—DLD suggested a speaker but the decision was to find our own. A panel of people who have successfully implemented OBE.

Team Building Program—not reported on. Speaker has not contacted Sherry.

Membership reception—serve food. Pre-submitted FAQs that we will answer on one side of sheet of paper and LAMS registration form on the other.

LAMS/RASS Luncheon—Bob Jaquay presented this year’s agreement with RASS and discussed some of the luncheon details including the costs, the speaker’s topic, E*Vanced Solutions sponsorship, and the publisher’s donation of copies of the paperback edition of Susan Cheever’s latest book.

Booth and Raffle

Sherry suggested that Section booths be located adjacent to vendors who primarily market to those sections. Bob will bring the idea to NYLA. We will ask Rebecca Lubin if she would like to coordinate the booth’s activities. Some ideas: do a 15 to 30 second selling job against an elevator backdrop that LAMS will record. Best performance will win the digital/video camera. We will charge $3 and $5 per entry fee for the opportunity to perform and win the
camera. This fits in with the “Lights, Action, Camera” theme of Vitality. Raffle will be for a chocolate and champagne basket. We will charge $2 for one and $5 for three tickets subject to approval. Freebies will be the tattoos (Phyllis) and ribbons (Richard) to members and to new members, the tee-shirts (Richard).

**Scholarships**—Bob Jaquay, Pat Kaufman, Josh Cohen

Bob described the SMART scholarship application. The recommendation is to do the “scholarship” as a conference rebate raffle. Same price structure. Prize will be $500.

**Committee Reports**

**CE**—no report.

**Legislative**—Rebekkah Smith Aldrich distributed her report describing NYLA’s 2007 Legislative priorities. Sherry asked about Spitzer’s idea for consolidating libraries and where he is going with it. NYLA should be on top of this. Rebekkah said that NYLA has appointed a taskforce to address how libraries will be included in the Governor’s broadband initiative.

**Membership**—Ed Falcone attended a pre-committee meeting. The major concern is the loss of first year members. Once they get to three years, they seem to stay. There are no plans to change the current membership fee structure but there are some ideas being floated about alternative revenue streams and alternative membership pricings. Phyllis drew attention to a draft letter to lapsed members written by Julie Johnson.

**Public Awareness**—no report.

**Web**—Richard Naylor discussed the diffusion of information on different New York websites. Why do people visit our site? What kinds of things should we put on the site? How can we improve the marketing of the site?

**NYLA Council Report**—report will be disseminated via email

**Section PR:**

- **LAMS Brochure:** It’s time for a redesign. Bob will obtain a copy of the RASS brochure to get some ideas. Ideas will be sent around. Alternative option of a “flyer” to be used at conference:
  - Integrate LAMS program listings and conference center map; Downtown Buffalo; “brought to you by LAMS”
• What’s unique about LAMS
  ▪ Booth/raffle/conference rebate
  ▪ Civil Service info
  ▪ JLAMS

• **Bookmark to advertise LAMS conference sessions**: To be mailed out between pre-conference mailing and conference.

• **Listserv**: Phyllis Keaton would like to explore the listserv options to create a forum where more than just the section president can post.

**Other**

**Officers**—to be determined.

Respectfully Submitted

Patricia Kaufman