

# READS

REFERENCE AND ADULT SERVICES SECTION

READS Executive Board  
Meeting place: LGC

**Meeting Minutes**  
Friday, May 12, 2017

**Present:** Emily Weiss, Kersten Matera, Mathew Bose, Caitlin Loving, Myra Emmons, Scott Campbell, Diane Mayr, Beverly Pietlicki, Marilyn Borgendale

**Absent:** Nancy Miner Smith, Eileen Gilbert

**Call to Order:** Beverly called the meeting to order at 10:03 AM.

**Approval of Minutes:** Mat MOVED to accept the minutes from our last meeting, Emily seconded. MOTION passed.

**Treasurer's Report:** Mat went over the Treasurer's report. He mentioned that the \$340 for venue costs is upcoming for the Fall Conference. We are expending it now, even though it's for Fall 2017 (the next fiscal year).

## EXECUTIVE BOARD REPORTS

**President's Report:** (Absent)

**Vice President:** Nothing to report.

**Membership:** 180 members and 34 lapsed members.

**Programming:** (Absent)

**READS-to-Go:** 165 kits listed in NHUpac. 173 titles have been assigned. At some point we are expecting a donation of kit from a publisher.

**Past President:** Myra worked on the description for Past President for the Transitional Manual. We need to get out publicity for the Award of Excellence. Myra will send Kersten text for an email to members. We'll also need a new plaque as the one we have is full. This leads to the question of what to do with the filled plaque. Perhaps we can have it displayed in the State Library. Myra will look into that.

**Conference Committee Liaison:** The conference went well. READS had 5 programs:

- Intellectual Freedom Committee Roundtable
- Unusual Readers' Advisory (panel discussion)

- Alzheimer's Patrons and Their Caregivers
- Take Time To Read initiative
- KitKeeper

Caitlin will be stepping down after this year.

## **OLD BUSINESS**

**KitKeeper update:** We talked about one person going out to each COOP to improve communication and get NH Libraries more comfortable with KitKeeper. There is still some confusion among libraries about using KitKeeper. Maybe a READS member from each COOP could go to their COOP. What about a Go-To-Meeting? Bryanna and Martha could demonstrate, possibly to the READS Board as an audience, and we could post that training later online. It would be good to demo the sending and receiving sides of the process.

Caitlin will work with Brianna and Martha to develop something READS members could take to COOPs and talking points. Next meeting we can talk about sending people to COOP meetings. (Caitlin will bring a list of the COOPs). After video we should send out a newsletter and post to NHAIS lists.

**Logo update:** If we aren't moving forward with a new logo, we need to replenish supplies with the old logo. Next promotional opportunity would be Fall 2017 Conference (October 10 (Tuesday?)). We can wait a month or two before ordering.

**Bylaw changes:** Beverly submitted bylaw changes. Kersten will send out the bylaw changes to members when she sends out ballots for the Fall meeting.

## **NEW BUSINESS**

**NHLA (Marilyn):** NHLA is in the process of contracting someone to design a new NHLA logo. The hope is that this logo can be slightly modified to represent each section of NHLA. Section logos should have the same feel and style of the NHLA logo, but, at the same time, be representative of each section. Marina Buckler is working on the logo and redesigning the website. Our current website is obsolete and doesn't work on mobile devices. It also can't accommodate changes we need (e.g. adding additional pages). The new site would also be a multi-site (all NHLA sections) with a simple design. The group working on the redesign is hoping to meet in June to brainstorm. NHLA's website is intended to be for librarians and not for the public. It's a great opportunity to put policies and procedures all in one place (don't need to have it password-protected). Wondering if at least 50% of the current site can be discarded.

Moving the Logo to the NHLA level – this would mean that the Logo we chose is not going to be used.

**NHLA and READS Mission Statement:** READS mission is a paragraph long. NHLA's mission is also long and not exciting. NHLA is analyzing their mission. A mission statement helps to drive your marketing and assists in creating a logo. What are we trying to do? Is "Reference" still valid? Scott suggested getting a marketing company to do this for NHLA – this could be \$20,000 and NHLA does not have those resources. Scott wonders if a marketing company would do it pro bono. If NHLA is just for members, do

we need a logo? Is it a marketing tool? Who are we marketing to? A potential mission of NHLA could be to promote NH libraries to NH patrons. Maybe that kind of promotion belongs with Facebook.

**NHLA Facebook vs. sections having their own pages:** might be better for all sections to work through NHLA's Facebook page instead of everyone doing their own thing. NHLA's website now includes a social media policy.

**Adjourn:** Myra MOVED to adjourn the meeting, Emily seconded. MOTION passed. Adjourned the meeting at 11:26.

**Next READS Executive Board meeting:** July 14, 2017 at 10:00AM

Respectfully submitted,

Kersten Matera  
READS Secretary