

NJLA Member Services Committee Meeting Minutes
December 11th, 2014
Online Adobe Connect

Minutes by Emily Weisenstein

Attendance: Emily Weienstein, Erica Soloman, Lindsey Meyer, Kerry Falloon, Heidi Cramer, T.J. Lamana, Robin Rockman, Lanora Melillo, James Keehler, Danielle Cesena, Amanpreet Kaur, Emily Moore

Conference:

Proposals are in! We're waiting to hear back from the Conference Committee.

Giveaways:

25 Year Members:

In the past we have given out certificates and chocolate bars.

We would like to switch from chocolate to Bronze Bookmarks.

Heidi mentioned that the Fundraising Committee may be doing a bronze bookmark fundraiser, so we may need to rethink so there isn't any overlap. Depending on how many 25 Year Members there are, we may go ahead with the bookmarks anyway, possibly given out at Conference with chocolate bars this year.

Emily and Heidi will email people to follow up on Fundraising and the bookmarks.

First Time attendees: Last year we gave out lanyards to new attendees. All agree we can do this again this year. Last year 700 lanyards were ordered through Crestline- we may have leftovers. Emily will email Pat T to see if we can reuse them.

NJLA Members: We would like a giveaway for current NJLA members. Some ideas included: magnets, temporary tattoos, pens, car stickers. Cost is a concern for NJLA this year, so additional giveaways may not be doable.

Lanora suggested reaching out to Ocean Place for a discount. In the past they have given our spa certificates. Hotel is under new management, so they may not be able to do anything for us. Lanora is contacting the Conference Committee to see if they can ask anyway.

Email tips for First Time Attendees:

- We're looking to set up a list of tips for First Time Attendees to make the most out of Conference.
- T.J. and Danielle are working on putting together a GoogleDoc that we can all contribute to.

Membership Table Facelift:

- Photobooth: fun/inexpensive idea for the Conference.
- Digital Frames: cheapest is \$60 at Walmart. Alternative: TJ suggested using a raspberry pi with a monitor and will reach out to ET to see if they can help us set that up. It would be cheaper and have a bigger display.

- Banners/Posters: Lindsey is looking into prices for professionally printed vinyl standup-banners. She will be looking for a cheaper price. Aman suggested that we professionally print a poster and mount it on foamboard to be displayed on an easel.
- Brochures/Takeaways: PR committee is focused on NJLA outreach outside the library community rather than internal. Reach out instead to Member Publications? Emily will reach out to Claire Schneider.
- Request normal height tables for conference – they were high last year.

Conference Recruitment:

- Suggested running a membership drive similar to last year – become a member before conference and get the 2015-2016 year's membership plus a few extra months. Emily will email Pat
- Upcoming events:
 - Microconferences: Emily will email Mimi and get dates and approval.

Social Events:

- Barcade was a hit. Trivia was super fun.
- Next event is Game Day at Wild Pigs on January 11th at Wild Pig's Comics in Kenilworth, NJ
- Emily M. suggested Longwood Gardens in PA for a fundraising trip in Spring. They have reasonable prices and would be a good location for S. Jersey. Tentative date of May 31st. Emily M. is reaching out to them.
- TJ is looking at places for a S. Jersey mixer (Camden aquarium and a meet up in Collingswood are on the table).