



**Minutes of the
 Board of Directors Meeting**
 June 27, 2019
 11:45 am – 1:00 pm

| | | |
|--|---|---|
| Present: Arun Mistry Robin Nussbaum Michelle Smith Denny Krantz Gloria Masters Suzanne Tran Veronica Sutton Joanne Pegues | Phone: Angie Britt Karen Turner Cara Hohenstein Brandy Welch Tara Binge George Thomas Patti Pequin Staff: Melissa Schwab (call-in) Amy Ohlinger (notes) | Absent: Christopher George Ann Callahan Lynda Mathews April Campbell Lisa Giangreco Brenda Higley Amy Strok |
|--|---|---|

Meeting was called to order at 12:05 pm.

President report: Arun Mistry reported:

- **May Meeting Minutes:** Approved May 30th meeting minutes
- **Spark Update:** Veronica, Cara, & Arun are going to be trained as admin for Spark (Spark Coordinators). This will be a 45-minute training session that the spark coordinators will complete Tuesday, July 2nd. PSALA will automatically opt every member in and members can go in and log out if they choose to. For the price PSALA is paying for Spark, the board wants to make sure they are getting the benefits. The goal of Spark will be to help members get involved and help with networking. This will help add value to our membership. The goal is to not flood members with emails but help them connect.
- **Business Expo Report:** Business Expo only had 30-40 members in attendance although 110 registered. Board considering weather, time, date as possible reasons for low attendance. Prizes were cut off through the event because same people were winning prizes. Business Partners were not upset and understand attendance cannot be guaranteed. Arun personally spoke to all to address attendance. Arun will send out a survey monkey to members to get input on why attendance was low. Board wants members to know Business Partners are not trying to sell to members but that they add value to memberships, and these are products members are using. Ideas to increase attendance were changing timing, adding lunch/meals, or adding a speaker. Indiana & Kentucky Chapters have put on reverse Business Partner Expos to mix it up. Members stand at tables and the Business Partners walk around and have had positive feedback. This is a big ask to have members put themselves out there/not all have swag, but it could be positive. PSALA values the Business Partner relationships and wants to invest in this relationship. Discussed adding website links and logos for those who sponsored the expo to add value to their sponsorship for this low attended event.
- **CLI Sign-Ups:** Gloria, Angie and Arun are going on the 25th-27th. No 4th person is able to go.
- **Golf-Tournament/Survey:** Melissa proposed doing a new event for PSALA. Board discussed doing a miniature golf tournament. PSALA has done golf tournaments in the past. Adding a new event can benefit the Business Partners, increase sponsors and increase positive membership experiences. Other ideas were a driving range or a ping pong tournament. Flatstick Pub was also suggested for event. Discussed that next summer (July) could be a good timeline for another event outside.

President Elect report: Michelle Smith reported:

- **Summer Social:** Summer Social will be on the deck and there is a room reserved inside. Wednesday, September 25th. Board discussed having wine tasting to include a different kind of activity at the social. PSALA would purchase the wine and have someone facilitate the wine tasting. Discussed catering adjustments because last year we ran out of wine and food. Melissa will mail invites out and track the registration.
- **LFL Dinner:** October 10th. Working on creating and mailing out invites.
- **Expo Scholarships:** Committee is working on developing 4 scholarships for leadership and human resources. Each scholarship to be \$1000.

Membership: Last week Angie reached out to Tacoma members/South Sound members. They talked about what they would like to do. It was decided that they will host an informal monthly brown bag lunch. There will be no set topics just open forum. They will reach out to other non PSALA who would like to join this luncheon. This will take place on the 3rd Thursday every month.

- Working on library vendors with Brandy, had talked to Adam and going to reach out to push library vendors to September. One of the contacts is no longer at her firm.
- August protection policies
- Retention-Ann Callahan had brought up, would like to add into education calendar at some time this year. Nothing set for summer yet.

ACTION ITEM:

- Arun - Send out a survey monkey to find out what will make people attend/why people didn't attend
- Karen - Reach out to discuss wine tasting at Summer Social
- Michelle/Melissa – LFL Dinner invites and registration for October 10th

Meeting was adjourned at 12:50 pm

Next Board Meeting: Thursday, August 22, 2019 11:45 am – 1:00 pm