



CROSSOVER BOARD MEETING MINUTES

March 15, 2018

4:30 p.m.

Location: Park Bistro & Bar, Lafayette Park Hotel, Lafayette

Present: Joy Buchanan, Andrea Everage, Lorie Gehrke, Kara Koeberle, Brian Nervis, Tina Riehl, Sara Stuvland, Karin Wiborn

Absent: Stacey Bales, Ann Eikenberry, Elizabeth Kohlman

Prior to the start of the meeting Katherine Avila from the Alameda County Food Bank spoke to the Board about their Food from the Bar drive and asked for our assistance in getting the word out to our Alameda County members.

Andrea Everage called the meeting to order at 5:01 p.m.

MINUTES

The Minutes of the Board Meeting of February 15, 2018 were approved by Karin Wiborn, seconded by Andrea Everage, as amended.

BOARD REPORTS/UPDATES

TREASURER REPORT

Brian Nervis provided financial reports for the months of December, January and February. Brian reported there was a lot of activity during this time with the holiday party, Morning in the East Bay, membership renewals and Business Partner sponsorship fees. He received additional Morning in the East Bay checks after the reports were run that have been deposited but will appear on next month's financials. Nothing out of the ordinary to report, however Brian explained general trends on timing of income and expenses.

Andrea Everage requested the Board review and audit the financial reports provided by Brian. Karin asked the about previous practice of designating a

couple of Board members to review/audit the financials. Andrea indicated she would like all Board members to review and ask questions as they arise to serve as our annual audit.

Approval of the financial reports are tabled until the April meeting to give the Board opportunity to review/audit.

BUSINESS PARTNERS

Tina Riehl reported we have a new Mt. Diablo Business Partner, California Bank of Commerce (contact: Steve Tessler) and a new Oak Business Partner, accounting firm, Armanino. Thomson Reuters is renewing at the Oak level but we are waiting for their check, which is in process.

City National Bank and Sam Clar are not renewing this year.

Tina continues to receive requests for credit card payments. Further discussion on the topic ensued. Andrea was looking into options for non-profits but the organization status certificate we received from the IRS wasn't the proof we need. Kara Koeberle will look into Quickbooks Online for our chapter accounting as well as their credit card option.

NEWSLETTER

Karin Wiborn reported the Newsletter went out. (Everyone agreed it was great.) Karin suggested to Sara Stuvland we target the next Newsletter in April/Spring to get back on the quarterly track (Summer: July, Fall: October/November, Winter: January/February).

Karin noticed we are not providing information to ALA Region 6 for their Newsletter which is also posted on the ALA Facebook page. Other chapters have information and photos. We need to identify someone to forward information from EBALA. Lorie will check to see if our Region 6 representative is on our mailing list to receive program information and Newsletters.

Kara has created a "how to guide" for the website and will get Sara up and running on the digital side.

MEMBERSHIP

Ann Eikenberry was absent. Ann provided a current roster report, including the following information:

33 primary members have renewed.
4 secondary members have renewed.
5 members have not renewed.

Board members volunteered to reach out to those members who have not yet renewed. Ann advised ALA of those members who have stated they are not renewing. The membership contact information on the website will need to be changed from Ann to Stacey Bales.

WEBSITE/STAR CHAPTER

Andrea reported for Elizabeth Kohlman that it would be helpful if all of the Board Members and Committee Chairs learn to use the website to upload/post their respective information to alleviate some of the load off of the Website Chair. Elizabeth is happy to train and/or there are tutorials.

As incoming Website Chair, Lorie Gehrke would like to talk to each Board member about what they want, need and do with the website and how to accomplish same. She is still learning and tapping into Elizabeth's knowledge about how processes can be streamlined on the administrative side.

SOCIAL MEDIA

Lorie didn't have anything new to report but Social Media will integrate with her transition to Website Chair.

PROGRAMS

Joy Buchanan reported she and Elizabeth will do a final accounting reconciliation of Morning in the East Bay. At a future Board Meeting they would like the Board to evaluate and discuss continuing to present MIEB at Lafayette Park Hotel and the cost of same, value of continuity, name recognition, etc. If we stay at Lafayette Park the Board should also evaluate whether the cost of the program should be increased.

A couple of Business Partners have inquired about a Spring Social. Elizabeth will take care of scheduling something at the end of April, possibly Metro again.

"Building Effective Mentoring" will be the first webinar in April. A description of other on-demand webinars was distributed for Board perusal and recommendation.

NEW BUSINESS

Andrea reported the following tasks have been completed:

- Annual Conference Silent Auction: Andrea purchased and shipped a "California" Wine Country Gift Basket as our donation.
- Chapter Profile Submission.
- Chapter Officer Submission (with new officer information).

CLI:

Karin will attend CLI in Denver as our primary attendee. We can apply for a scholarship for a primary member based on the size of our chapter and need. If we want to send a secondary member, we can apply for the Susan French Emerging Leader Scholarship. ALA recommends sending an emerging chapter leader and/or someone who hasn't attended before. Karin will reach out to Sara Stuvland to see if she has interest.

OLD BUSINESS

There was no old business to discuss.

The meeting was adjourned at 5:56 p.m.

REPORT FROM KARIN WIBORN / CROSSOVER

Karin prepared a draft Board meeting schedule that she is revamping based on Board input/availability.

Karin addressed ALA's 60-day rule regarding programs 30 days before or 30 days after ALA conferences. Andrea reminded it applies to programs located within 100 miles of the conference locations.

Karin stated she wants to have a calendar for the year of programs focused on educational presentations and then we can incorporate whatever we are going to do as far as volunteering and other events. We need to find a balance of structured educational programs/presentations, roundtables, webinars and social events for our members. It is important to provide educational programs to our members, especially for those who need continuing education credit for professional certifications. We also need to make sure we are providing our

Business Partners with access to our members, which we agreed is done through the social events. Our ongoing challenge is to increase member attendance at programs and events.

Discussions took place between incoming and outgoing Board members where both were in attendance.

Respectfully submitted,

Joy Buchanan

Joy Buchanan
Secretary East Bay ALA