In attendance: Rachel Wright, President (Cecil Co.), Amanda Roberson, Vice President (Harford Co.), Joe Farmarco (Baltimore Co.), Tara Lebherz Past President (Frederick Co.) Jessica Brown, EPFL, Sophia Van Schaik (Harford Co.), Susan Newstead (Cecil Co.), Barbara Jannaman (Cecil Co.), Jessica Crutchley (Baltimore Co.), Carolyn Stepnitz (Cecil Co.), Allison Holbrook (Cecil Co.), Catherine Zang-Foster(Cecil Co.), Irva Nachlas-Gabin, Secretary (retired).

Called to order: 10:11 by Amanda Roberson

Changes to Agenda – Amanda submitted a new format for meeting agendas:
In general, we will only discuss training in next 5 months – unless there is something that needs to be covered (except this month will discuss Southern /Western)
Future agendas will include a review of action items

I. Introductions

II. Approval of Minutes
Corrections to June Minutes:
Joe instead of John F.
June 2015 meeting in Perryville, Cecil Co.  (not Perry Hall)
Motion to approve as corrected.  Katie moved, Tara second, approved by acclamation.

III. Action Item Follow Up
Irva sent info to Bob for website this past week
Irva sent out Request for Proposal for Conference to Marylib

IV. President’s Report
No Exec meeting since last one, but Rachel and Amanda attended Leadership Day
New MLA Strategic Plan: Rachel handed out copies to everyone.

V. Program Planning
a. Jan- Mock Newbery
ESRL usually handles planning - No updates at this time.

b. Feb- Virtual Training
We have nothing specific planned at this time. We’ll consider this type of training as we receive ideas for training. February would be the best month for an on-line training.
We won’t be able to plan for this year, but think ahead for next year. (2015/16)

c. March/April- Southern/ Western
Mon. Mar 9,  location not yet confirmed for Southern
Mon. April 13 – Thumont is confirmed

Idea of theme:  Non- Conventional Reading  (Popup books, audiobooks, etc.)
Other idea:  Julie Dietzel-Glare’s new book.

Liz Sunderman suggested for Southern/Western – Future Makers
Coordinating and incorporating ECR and family engagement for older kids.

Future Makers at KAC wants to receive feedback about how libraries and Future Makers can cooperate. How can Future Makers empower librarians to do these sorts of programs independently.
They can extend ideas of library partnerships to more in-depth training at Conference.
How to advertise several Future-Maker programs that are all different?
   Use different titles – and indicated the sessions are presented by FutureMakers
Advertise all at once as a “series” in Crab.

d. May- MLA Conference  
Theme: Boldly Go Where No Library Has Gone Before  
Partnering with NASA  
Will go in some new directions –  
  Star gazing on beach. Orchestra to play “spacey” music, Dance party  
  Looking for very big name speakers – NASA is providing some.  
  Very hands on, active sessions.

If we have ideas, Amanda will put on wiki for NASA to consider.

Some other changes that are being considered:
  1. Conference tracts -  
  2. Considering speakers with meals, but also have “paid-for” speakers (without meals). Would be fund-raising for MLA. Pay extra for ticket for big named speaker.  
  3. Looking for reason to get people to stay through Friday afternoon. Maybe have a big name speaker on Friday.  
  4. People liked morning yoga, Uncommons, Poster sessions and Lanyard need to be better promoted

Proposal Form – on-line submissions.  
  Have one proposal - Betsy Diamant-Cohen, Julie Dietzel-Glare and Kathy MacMillan – “You have a great idea, now write a book. “

Discussion:  
Do we want to have “Maryland authors” present. Is that “incestuous?” Does it appear that all we do is promote our local authors’ books?

We need to come up with a policy. This is a political discussion which will affect how we plan in future.

We could ask for this proposal to be our Feb. “On-line” session.

Feedback requested:  
Pay for speaker sessions.  
Tracting - by audience or by topic interest.  
Themes for sessions  
Repeating sessions? Repeat popular sessions on Friday. Problem with paid speakers having to stay another day. Not every session can be video-taped. Maybe the format of session or paid speakers may not give permission.

e. September - BEST  
Eileen sent out info to facilitators.  
Rachel will contact Eileen and make sure everything on track.

f. October - Kids are Customers  
Thurs. Oct. 16, Westminster  
Program proposal is approved  
Who will announce each session”  
  General Session:  
  1. Future Maker - Rachel  
  Morning Break-out sessions:  
    2. SCORE /SAIL -  
    3. Every Child Ready to Read -  
  Authors :  
    4. Greg Pizzoli - Amanda  
    5. David Kelly - Rachel  
  Afternoon sessions:  
    6. Guerilla storytime - Jessica  
    7. Captain Bluehen – Readers’ Advisory graphic novels -Joe
People needed to help with:
1. Set Up
2. Registration, Amanda, Karen for registration
3. Booksale - Peg may come just for the book sale
4. Clean up –

Rachel has contacted Barnes and Noble for book sale.

Rachel will look for two pocket folders at Office Depot

Poster session – Theme: Interactive displays.
Amanda will write up something.
Irva will put out call on Marylib, Amanda will put on Facebook

Need to do:
Registration has vegetarian option. Message needs to be passed to hotel contact.
Handouts and agenda, Evaluation forms, CEU forms – MLA will print.

Need to book Eric from Carroll Co for Technology - (Rachel)
Packet Pickup from MLA (Rachel to do or assign)

VI. Awards- Blue Crab - next meeting on Tuesday, Aug. 12

VII. Old Business

a. Meet Up Planning
Social group - after hours “Meet Up” in different parts of state. Local park, happy hour, anything to get people together. Could be evening, or weekend.

Amanda will schedule one in a central location on a weekday evening at 6:30 and see who shows up.

b. Facebook
How to promote?
Advertise it better. What is on there to make people want to “like” our page.
Should we have a person responsible for content. Need more than meeting notices, and upcoming trainings.
Scheduled updates – i.e. every week.
Resources, ALSC updates, Throwback Thursday “what’s your favorite…?”
Links to related events such as Nat’l book festival, etc.
Tara will be the administrator for a while and add content.
Promotion “Like our page and win….” A ticket to KAC, or discount on trainings. (Rachel to discuss with possibilities with MLA office)
Get donated copy of Dorothy’s book.
Should check other libraries and such, for what they do on their facebook pages.

Ask Liz Sundermann to send out to Children’s Service Supervisors around state.

c. Newsletter
Amanda will plan a fall meet up to be advertised.

VIII. New Business
MLLI – each graduate is assigned to a group community impact project to benefit State. Two of our members will be working on communications with new parents. New media Task Force. Linking new media with ECRR, Will discuss in Sept.

Tara has three Blue Crab plaques that we can use for this year’s winners if we want. Rachel has them.
IX. Monthly Topic/ Idea Share/Discussion
What are you doing to get word out to new parents about early literacy?

Sophia- has rep who goes to LeLeche meeting.
Tara – bags of library info to give in Pediatrician offices – is working on getting funding approved. Would include coupon for free board book at library.

Jessica Brown- Reach Out and Read is an organization that works with pediatricians – includes “prescription” to take books out of library. Bookmobile goes to WIC clinics, has posters that show early literacy activities with kids.
Works through Baltimore Health clinics.

BCPL has done this in past. Joe reported that his branch did something like Reach Out and Read many years ago, but he doesn’t know if it’s been continued.

Cecil is working on getting a pediatrician on board.

Susan Newstead – Born to Read – every newborn got bag with free book, reading info.
Then had an annual party for all the 1 year olds at the Library with storytime.

Howard does Born to Read at Howard General Hospital

Amanda is working with upper Chesapeake hospital to put library and early literacy information in New Baby bags.

In St. Mary – had a “baby-shower” program for expecting Moms, with songs about babies, pictures of celebrity babies. Tried to do MadLibs which didn’t work too well. In between games or music, she would do a Ready to Read segment. Many families were of low education, so in future would not ask them to do games, etc. that involve lots of reading or writing. Had “door prizes” including baby portrait donated by local photographer, basket of board books, Target and WalMart gift cards.

EPFL – Make a baby book. Had expectant Moms make a “book” for their baby, and read it to their tummies.

**Ideas for next month’s topic.**
September - Classroom management – during program both pre-school and elementary age.-
November - Presenters for summer

December – possibly storytelling.
Will ask at next meeting for additional topic ideas

Adjourned 12:12 pm

Submitted by Irva Nachlas-Gabin, Secretary