

NJLA Conference Planning Committee  
29 October 2009

In attendance: Stephanie Bakos, Christine Hill, James Keehbler, Susan Briant, Lynn Schott, Klaren Klapperstuck, Paula Baratta, Kathy Schalk-Greene, Enola Romano, Trevor A. Dawes

Follow-up items from last meeting:

- James: Drupal pre-conference at Long Branch still being worked on. Perhaps a hands-on conference with limited participation. Karen will follow-up with Ingrid to see if room has been reserved in case we need it.
- Kathy sent to James the “share your success story” link. There is now a NING site: <http://njlaconference.ning.com>. This will allow folks to share what they learned post-conference (successes, photos, information on good presenters, etc.) May not be suitable for all programs, but should be a good experiment. Still need to figure out how to get people to connect with the ning site. James will follow up on the best way to reach out to attendees. Should report back by early in 2010 (January or February). Have a sheet at the programs where speakers have agreed to participate so those interested in continuing the conversations can so indicate.
- Kathy has contacted Kathy Dempsey about being a speaker for a pre-conference. Because she’s an NJLA member, she can’t be paid, but perhaps we can purchase the books for participants. This would still net a profit for NJLA since cost of book would be less than cost of pre-conference. Awaiting confirmation of this precedent from NJLA.
- Kathy has been in touch with Kim Lyons (negotiator) to have a room for the TechLounge. Kathy will follow up with NJLA. There is some buzz about this and it would be good to have. IT, Children’s Services and PDC all want to have something. We have a verbal OK, but Kathy will confirm with Pat. How and where will scheduling happen?
- Contact at Ocean Place has preliminary conference schedule - confirmed
- BN will be the bookseller – confirmed
- C.L. will work with booksellers, but would like to have some assistance at the conference. Susan will contact the emerging leaders to see if they are interested in working. Some are eager to volunteer. Karen K. and Susan B. will follow up.
- No invitation to Google Docs sent out. Question about the number of documents that should be there. Kathy and Lynn will work on making this clear for all. Clarify role of wiki and Google Docs.
- Kathy will send email about possible construction pre-conference (Paul Glassman).
- Pre-conference ideas distributed (from Kim). “Speed consulting” idea. A similar program was done at Urban Libraries conference.
  - Vendors at building fair (at Monroe next week) will offer consulting services using the model proposed. Should we wait to get feedback from the building fair experience?
  - What is the availability of rooms for this on Monday night?
  - Kathy will check the contract to see what rooms are available.
  - Could this be done in a public space?
  - How will this generate income for NJLA?
  - Would this be counter-programming to the President’s Program?
  - Should we therefore modify the President’s Program to start at 7:30 (instead of 7)? Susan B. thinks we should keep the President’s program at 7.
  - Will we even need this program since we’re doing it at the building fair this year?

- Would we include other (non-architect) consultants? Include technology consultants.
  - This topic will be added to the agenda for the December meeting.
- How many rooms do we guarantee on Monday night? Kathy will follow up. Contract says 150.
- Lynn has changed the link on the wiki to go to the new reimbursement policy
- Lynn still working with April on making wiki more “user friendly” Lynn needs to contact Pat about changing the side-bar to read 2010 conference instead of 2009.
- Susan on conference theme: “Everyday Advocacy: Libraries are Essential to Your Community.” Wasn’t able to fit the “main street” idea in the theme. May have some tie-ins as well. Susan will (should) work with graphic designer, Linda (Paula will provide an introduction).
- Susan B sent information in e-newsletter about budgeting.
- Susan B. on keynote:
  - Calvin Trillin will be keynote for Tuesday.
  - Seeking feedback from committee on other ideas
  - Chuck McClure on how public libraries are e-centers for government information. Has done lots of research on this topic. Could he do a pre-conference and conference program? This could be a topic of interest.
  - Lisa Scottoline. Potential for the Wednesday morning keynote
  - President’s program should be a little lighter.
  - Kathy has a lead that she’ll share with Susan.
  - Masha Hamilton also a possibility (was here in 2007, Readers Advisory)
- Paula B. on exhibits:
  - Kathy will assist with helping to drive traffic to the exhibit space.
  - Vendors liked the microphone in the exhibit space. It did help to bring traffic.
  - Paula got email from NYLA about their costs, etc. Seems to be in line with what we are offering in terms of sponsorship levels.
  - Janway offered an apology for not exhibiting last year. Are there others that we’d like to see that perhaps didn’t exhibit last year? How can we encourage participation? Can we have a first-time vendor or a welcome back discount?
  - Are we increasing the vendor costs for this year?
  - Offer first-timers a discount and offer the returning vendors will get commercials (no cost to NJLA) free.
  - Paula will see if communication to vendors for 2010 conference has already been sent. What information can they provide that can become a commercial for them?
- Lynn S. on Negotiating tip sheet
  - Created in consultation with Heidi Cramer
  - There will be some assistance provided by the conference committee.
  - Should be information on final steps in transportation arrangements. How should the conference chair be involved in this process?
  - What are the liability issues around picking up people at the airport? Encourage speakers to rent a car.
  - The tip sheet will be sent to conference planners and NJLA leaders.
- Marketing plans for the conference
  - There’s a tip-sheet for folks to promote programs.
  - Conference after-dark idea to encourage attendees to overnight at the hotel. How will we encourage people to take advantage of “conference after dark”
    - Bonfire
    - Networking

- Parking space
- Easier travel time
- Early-morning Yoga
- Relaxing Yoga (at night; is there a moon-equivalent)
- Wake up and go to sleep by the ocean
- Great restaurants
- Tax deductible
- Boardwalk
- Spa, pool, and Jacuzzi (pool activities? Need to confirm availability with Hotel)
- Bar
- A break from work – time to re-charge. Or a staycation opportunity?
- Dine-around on Monday night could become lunch buddies.
- Use the wiki to help facilitate ride-sharing and room-mate locators. Save and Share. Will add this to the conference planning calendar.
  - Need to get roommate share up on wiki before ride-share.
- Take advantage of all activities by registering for the full conference.
- Could there be door prizes at the evening programs (in addition to the prizes on Wednesday end of day programs). NJLA Store did prizes at Adult Services Forum.
  - Christine Hill will follow up with NJLA Store.
  - Add a level of sponsorships for the door prizes (Paula will pursue)
- Can we negotiate discounted breakfast or discounted room service for those who stay overnight?
- Need to convert this list into a good marketing idea before registration opens. The idea is to encourage all. Kathy will do a flyer. Will be on wiki. Email on regional listservs; email to section presidents. Add links from facebook and twitter.
- Should we have a hospitality suite? Could be very expensive.
- Preconferences:
  - Perhaps one already submitted
  - Dewey-less library (perhaps not a hot idea). Maybe modified Dewey-less. Do our customers like this more than we do? Can this be a program or pre-conference? Susan B. will follow up. Karen will get some information from CJRLC and forward to Susan B.
- Programs:
  - Currently have 30 program proposals (including some lunches).
- Conference Work-Schedule
  - Behind schedule on a few items with respect to exhibitors. Paula will follow-up.
  - Susan will work with graphic designer now that theme has been set.
  - Susan should alert Jane Crocker on conference theme for the NJLA newsletter.
  - Kathy will submit an article about “conference after-dark.”
  - Are all section/round-table leaders on njla-led listserv? Lynn will make sure that all chairs/presidents get the next conference update.
  - Co-chairs will review time for November meeting, at which the proposals will be reviewed.
  - Poster session proposals will get going immediately after November meeting.
  - Exhibitor packets will go out in December. Paula will confirm any changes to the packet, based on today’s discussions to the group before next meeting.

- Need to have other keynote speaker determined well before December meeting. (Susan)
- Ning invitation will go out in December or January. James will finalize. Also have an article in the NJLA newsletter.
- Add roommate and ride-share information to the wiki when registration information is available - December/January (Lynn)
- Send list of approved speakers to Nola (date in April for confirmation TBD) for transportation logistics.
- Change April 1 to April 8 (meeting at Ocean Place)