

**SWON Libraries
Development Committee:**

Mission: To generate actionable ideas aligned with SWON Libraries mission and to produce income in support of our membership.

October 13, 2010
12:30 pm-1:45

Committee in Attendance: Amy Filiatreau Ensor, Xavier; Cathy Shaffer Goodin, International Paper

Staff in Attendance: Glen Horton.

Discussion:

Concern continues over lack of participation on this committee and others by members and some board members.

Cathy related that Sue Banks generously emailed her thoughts around grant writing and also generously offered to help with the conceptual part of the grant writing process from Portland..

The meeting was truly a working lunch. The discussion revolved largely around the Librarian of the Year Recognition Event, scheduled for Thursday, April 14, 2011 It was decided to limit the awards to 5 categories.

Those being:

- Librarian of the Year
- New Librarian of the Year
- Support Staff of the Year
- Lifetime Achievement
- Library of the year.

The group co-edited the letter to the Friends soliciting their input and assistance drafted by Cathy, as well as the nomination forms drafted by Amy. It was agreed that the event could garner very good publicity and that our institutions may have departments in place which could offer guidance or assistance with publicity. It was agreed that the nominee should be notified immediately and that awards would only be revealed at the event. A celebrity presenter would be desirable. Sue Banks emailed a suggestion to pursue sponsors for the awards, such as bookstores. The team also discussed approaching library vendors for sponsorship. An idea to host the event at a book store was briefly mentioned.

Action Items:

- Cathy will forward Sue's email to the team if OK'd..
- Amy will confer with Xavier's PR team.
- We ask that Jason talk to the PLCH publicity department as well for insight and the possibility a mention in their newsletter.
- Amy will edit the other category forms based on the edited draft
- Cathy will send the Friends letter Marianne and the distribution list.
- Cathy will edit the letter for distribution to the board and other groups as appropriate.

- All team members are asked to pursue sponsorship for the event.

The team briefly discussed the Café Press project. Glen announced that the second Café Press account is in place. Cathy shared vintage patent images as possible ideas and shared that Jason sent links to beautiful vintage images from the PLCH that may be good candidates if permissible. Jason's images Copyright of images was also discussed. Links to Jason's images follow:

http://virtuallibrary.cincinnati.library.org/VirtualLibrary/vl_OldRare.aspx?ResID=826

http://virtuallibrary.cincinnati.library.org/VirtualLibrary/vl_OldRare.aspx?ResID=828

http://virtuallibrary.cincinnati.library.org/VirtualLibrary/vl_OldRare.aspx?ResID=827

Action Items:

- Glen will send Café Press login details to the team to begin uploading images.
- We ask that Jason pursue permission for images from PLCH and upload them.
- Cathy will speak to Intellectual Property attorneys regarding the rights to patent images from per 1950.
- Team members may upload ideas to the account or solicit prior buy-in from the committee if desired
- Team will pursue ideas to market Café Press account.

The process will be for members to submit ideas to the Development team for addition to Café Press. The Development Committee should proceed to upload ideas.

The committee discussed the value of continuing the Scrip program. The program is on hold until November to pick up holiday traffic and to market during the member meeting. The committee will re-evaluate in December.

Next meeting:

- Glen will send out a Doodle.