

REFORMA Los Angeles Chapter Meeting Minutes

Sunday, December 3, 2017

Santa Monica Public Library Library, 1:00 pm

In Attendance: Bredny Rodriguez, Edwin Rodarte, Celia Avila, Madeline Pena, Ziba Zehdar-Gazdecki, Cecilia Tovar, Eva Rios-Alvarado, Brooke Heads, Valerie Swayne

1. Spanish Book Fair 2018 (adapted from Silvia's email)

Event Day: Tuesday, January 23, 2018

Time: 9am to 4pm

Location: Santa Monica Public Library (Main)

The following Book Vendors have confirmed their attendance:

Latin American Book Source

Libromex

Rainbow Books

TOMO Books

La Libreria

Santa Monica Friends of the Library

Brodart

Invitations sent today to the following vendors as suggested by some of the REFORMA Members:

Lorito Books

Cinco Books

Little Libros

Please note that vendors have until January 2nd to confirm and submit payment and application form.

Other information you should know about:

Vendors were asked for a \$100 donation. With that money we intend to do as follows:

City of Santa Monica will pay for educational programming for REFORMA and you as a chapter can use that funding towards the scholarship program

We (City) will pick up the tab for the food for the participants (see attached participation form for clarification)

Any deliveries going out? We should have the vendors prepay the deliveries through UPS/FedEx or others and then we will arrange for a pick up the next day

Vendors should be instructed to clearly label their boxes if shipping to us for Spanish Language Book Fair 1/23 if they ship here to the Main Library.

Promotion and marketing through REFORMA, CALIX, California Libraries FB, SMPL website, and our local schools and communities and partners (SMC, SMMUSD, Edison, etc.)

We will also supply some tablets/ipads so that the library teams that come can look up their holdings to avoid duplicate acquisition.

Bredny, I believe Cecilia already talked to the chapter about the possibility for you as a chapter to put together an informational workshop. That is up to you, I think it would be a good addition. Please let me know what you all decided and if so, what will the program be? (a panel, author presentation, etc.).

Also, please know that any leftover money from the vendors will be given to LA Chapter of REFORMA. Cecilia told me that she had agreed for the chapter to sell t-shirts or other stuff for more fundraising. Please let us know how many tables will be needed for that.

VOLUNTEERS: We will definitely need your help. Perhaps you can begin compiling a list of those that will be able to donate their time. As we get closer to the date we will know more about the areas where we will need help and will provide assignments.

Perhaps we can create a facebook event to send to all of our colleagues and have them share it with their co-workers. I think this one is more important for now to get things going. Please let me know by today or early tomorrow if you can help with these two things the flyer and facebook event. Otherwise, i will ask my staff to help me work on this while I am gone.

Thank you everyone! I am very excited for this project and hope that it is only a beginning of a successful Spanish Language Book Fair and many more to come!

2. CLA REFORMA Booth coverage (Edwin)

Edwin recapped CLA booth coverage. Ziba helped staff the booth at CLA in Riverside. Edwin helped restart the Latino interest group at CLA and had some interest from conference attendees. Ideas discussed include: CLA-REFORMA Partnerships, cross-collaboration, etc.

3. REFORMA LA 2017 fundraiser (Bredny gave update on behalf of Sonia) (from Sonia's notes)

Sonia reported that we came out short on fundraiser this year. Donation of \$120 for food was donated by Sonia. We came out with a total deposit of \$935.65 which brings the Fund balance to \$2,110.

We discussed possible raffling at future meet ups.

4. Member Recruitment / Retention / Participation Strategies (reported out concerns from Board Meeting)

Discussed to clean out and archive members in emails/mailchimp.

Edwin will check on EMS to collect current members and have proper email distribution to them.

Membership feedback:

Cecilia recommended continued outreach to regional library schools, commented on previous emails sent to library schools. Bredny commented that he had reached out to UCLA GSEIS. Recommendations included reaching out to: Arizona, SJSU, USC, Washington, and UNT. Reviving the "REFORMA" student rep at local schools.

Comments were made about more follow-up from REFORMA national in recruitment efforts.

Edwin is working towards cleaning up our membership directory. Will use REFORMA national membership data.

5. REFORMA National Update (Madeline):

Update about the national meeting cancellation due to the storm that affected Puerto Rico. Our members returned home safe. REFORMA is working on processing cancellations. There are no plans to "redo" the meeting REFORMA plans to continue with the next meeting scheduled for 2019. REFORMA plans to have a presence at ALA midwinter and there is a special event planned for REFORMA members only. Please contact Madeline for more information.

Other Discussed items and Announcements:

- Upcoming event: Ugly Sweater Party on December 16th at 6 PM
- Set up upcoming dates and locations for membership meetings.

Jan: Membership Meeting-Cal State Bredny confirmed that meeting was arranged at CSULA Jan 28th

Feb: Social Meet-up

March: Membership Meeting- Pasadena Library- TIME and DATE TBA

- Bredny discussed reaching out to APALA southern California rep Dora Ho about a possible social gathering between APALA and REFORMA LA members. More information to follow.
- Eva is embarking on a story-time and storytelling project at Mt San Antonio College. Extended invitation to REFORMA LA to participate. Eva will send more information.