

BCLA Readers' Advisory Interest Group

Meeting Minutes: Tuesday, April 16, 2013, Central Branch VPL

Attended by: Robbie Burma, Co-Chair (Vancouver Public Library); Jenny Fry, Co-Chair (Surrey Libraries); Heather Bindseil (Library Bound); Barbara Edwards (Vancouver Public Library); Meghan Savage (Surrey Libraries); Tara Matsuzaki (West Vancouver Memorial Library); Matthew Murray (SLAIS co-rep); Anthea Goffe (Fraser Valley Regional Library); Dana Horrocks (SLAIS co-rep); Heidi Schiller (North Vancouver City Library)

Regrets: Mehjabeen Ali (Surrey Libraries);

Meeting reminder: the next meeting is Tuesday May 21, from 9-11am, BCLA boardroom

****apologies to those who tried to call into the meeting, the teleconference equipment was unexpectedly unavailable ****

- *Interesting RA tidbits:*
 - Robbie brought a couple of the VPL Teen bookmarks (that patrons can write on) to show us, and proposed that we develop a RAIG version as a template for libraries, for distribution at RA in a Half Day (deadline = October meeting). Send ideas to Robbie, she'll get it designed and we'll send it out for printing. We'll put it up on our webpage, there will be a spot for libraries to insert their own logo. Discussion about co-sponsoring options.
 - Meghan/Anthea: FVRL book bag (Grab & Go) – Anthea will get a bag to Jenny and Meghan. VPL tried it but there are RFID issues. Very popular program.
 - Tara/Heidi: North Shore Writers Festival this Friday/Saturday, includes a new Literary Trivia event, sounds exciting, so check it out!
 - Barbara mentioned the Feb 8 Booklist Online article by Susan Brown on Marketing and RA – she'll get us the link. She also mentioned a recent media request doing a story on Vancouver readers. Discussion. Dana volunteered to do some digging to see if anyone has done any research about readers in BC: she'll report back to the group in the next couple months.
 - We have over 100 people on our listserv: we are very happy!
- *SLAIS Co-Reps:* Document is on webpage and in Google docs for SLAIS students. Matthew agreed to review the guidelines in about 6 months and he'll report back whether any changes are needed.
- *BCLA conference session/marketing experts:* Organizers = Heidi, Jenny, Anthea, Tara. Tara and Heidi are still trying to find a third panellist, we discussed several options. Please promote our sessions on all available channels.
- *BCLA Author Talk session:* Organizers = Robbie, Barbara, Mehj, Meghan. Planning is going well, mostly completed, no issues to discuss.

- *Social Media*: Heidi will set up the Twitter account. There was admiration around the table for what GVPL/Victoria is doing on Twitter.
- *Blog*: agreement that the blogroll looks good, still/always room to add more links. There was some concern about some of the ads on the blog and renewed discussion about upgrading to an ad-free account. We agreed to postpone this decision until the June meeting, when Jenny will talk to BCLA staff about the best process accomplish this.

Blogging schedule: (subject to change, if other library systems want to participate, please let Jenny know)

July: Anthea/ FVRL

August: first week: Matthew / rest of August: Heidi/NVCL

September: Meghan/SPL

October: Dana

November: Tara/West Van

December: Robbie/VPL

We'll discuss the first half of 2014 at our November meeting.

- *Challenging RA questions contest*: the deadline was yesterday, we received questions by email and on the blog. We did a random draw for three winners. Heidi will notify the winners re: the \$30 gift cards. Thanks to everyone who participated!
- *RA in a Half Day*: we discussed potential genre experts: Matthew for adult graphic novels, Marcus for noir, Patricia for horror, Jenny/Heidi for self-help, Margaret for travel memoirs, and Cathi for health & wellness.
- *Beyond Hope conference*: Jenny and Meghan are meeting this week to plan their presentation.
- *Outreach to library technician programs*: we are inspired by our success with SLAIS and we want to connect with the library technician programs at Langara and UFV. Discussion about our role: guest speaker, going to their events, looking at their course work for the best spot for us to participate. Jenny will talk to Tamarack Hockin (BCLA LTAS Chair) for advice on how to proceed. [Update: Jenny talked to Tamarack, who offered a spot on the LTAS table at the BCLA conference for a small sign/buttons]
- *BCLA Browser*: we'd like to keep our profile up with the BCLA membership and we agreed to report on our BCLA sessions after the conference, perhaps a report about our "Beyond Hope" experience. In the next issue, we want to promote RA in a Half Day. Rotating responsibility to submit articles or photo/caption/link. We'll discuss this more at the next meeting.