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Online Vote of the Executive Board

November 7, 2017

12:47pm

On November 3, 2017 at 12:10pm, MLA President Alex Lent sent an email message to all the members of the Executive Board. This email message read:

*Hi Everyone,*

*Attached is a document detailing proposed changes to our conference sponsorship program. I am requesting a vote to approve these changes. This needs to happen by email because the Conference Committee needs to be able to act on the result of the vote before our next meeting in December.*

*If someone can make a motion, we will need a second. Then we'll have an opportunity to - via email - discuss the changes. If there are questions about the changes, I am going to defer to the Conference Committee co-chairs, as they are the most familiar with the sponsorship program. Once discussion is finished, we will vote. Because we are voting by email, the voting period will be longer than it would be for an in-person meeting.*

*Is anyone willing to make a motion on this?*

*Thanks,*

*Alex*

On November 3, 2017 at 12:11pm Esme Green wrote:

Thanks Alex. So moved. Esmé, Conference

On November 3, 2017 at 12:12pm Laurie Lessner wrote:

*I second the motion*

*Laurie Lessner*

On November 3, 2017 at 12:15pm, Alex Lent wrote:

*Great! We have a motion (Esme) and a second (Laurie) to accept the proposed changes to the Conference Sponsorship Program, detailed in the file attached to my first email.*

*Any discussion?*

On November 3, 2017 at 12:19pm William Adamczyk wrote:

*Cutting to the chase. Here are the recommendations from the attachement:*

* *Eliminate the contribution range within each level – set a fixed price.*
* *Eliminate the President’s Reception as a separate sponsorship*
* *Determine if Capira’s conference app is valued at the $3000 Platinum level*
* *Develop a more aggressive and comprehensive marketing program to provide sponsors with more opportunities to reach the Massachusetts community at large – beyond the conference attendees.*
* *I recommend that the Association establish a policy for when conference sponsor logos are removed from the website – I suggest 30 to 60 days post conference.*
* *I also recommend that the Association establish a policy that a generic email address be set up for the Sponsorship Coordinator using the Association Google apps for nonprofits, that all correspondence and documents be saved under that account and the log-in be shared between the Sponsorship Coordinator, the Conference Manager, the Association Manager and the Conference Chairs to expedite the sharing of information.*

*I think that a lot of time and thought has gone into these recommendations. They are a road towards improving the efficiency of the conference and of being more clear about what we can offer our sponsors. I am in favor of the recommendations.*

*Thanks,*

*Will*

*William L Adamczyk  
Director  
Milton Public Library*

On November 3, 2017 at 12:38pm Alex Lent wrote:

*We're going to keep discussion open until 5 today due to the slower nature of email votes. After 5, we'll open it for voting.*

*https://ssl.gstatic.com/ui/v1/icons/mail/images/cleardot.gif*

On November 3, 2017 at 1:38pm Allison Sloan wrote:

This is a great proposal and definitely needed. Thanks Debbie for your work on this. Are we discussing it yet? I'm out til Monday, so here are my ideas in purple and below.

* Eliminate the contribution range within each level – set a fixed price. I like this, but it will cause confusion because budgets allow amounts in between.
* Eliminate the President’s Reception as a separate sponsorship (I prefer to keep the special prestige of the President's Reception, makes a company feel like they are getting high level attention, and a Rep at the party. Maybe increase it to $1500?)
* Determine if Capira’s conference app is valued at the $3000 Platinum level (Yes, but does it matter? Do they set up a table in the exhibit hall? They get a lot of publicity across state borders for this. Their logo is already all over our website and program. And it's nice to show a Platinum Level sponsor, even if it is "in kind")
* Develop a more aggressive and comprehensive marketing program to provide sponsors with more opportunities to reach the Massachusetts community at large – beyond the conference attendees. (Yes, more aggressive, and year round, ongoing. Develop an ongoing all year relationship with sponsors and potential sponsors. Offer opportunities to work with MLA all the time, not just once a year. Schmooze you vendors at other conferences, come up with ops for them to work with individual libraries...  e.g. when Reading bought a Venmil Hybrid disc cleaner we passed the word,  and told the Rep know who was asking, that we recommended... Vendors want to see sales from their presence at Conference. Assign one person to a vendor and have them be the point of contact)
* I recommend that the Association establish a policy for when conference sponsor logos are removed from the website – I suggest 30 to 60 days post conference. (Why? it doesn't cost us any money to have their logo on the website. I suggest that we leave it there as long as they sponsor again the next year. Or take it down if they don't sponsor the next year.)
* I also recommend that the Association establish a policy that a generic email address be set up for the Sponsorship Coordinator using the Association Google apps for nonprofits, that all correspondence and documents be saved under that account and the log-in be shared between the Sponsorship Coordinator, the Conference Manager, the Association Manager and the Conference Chairs to expedite the sharing of information. (This is a superior idea. Yes!)

Can we add as a perk: Access to Conference Registration list One Week prior to Conference - for Exhibit Hall and Sponsors only.  This is done at other conference and really what vendors want, and we end up doing it anyway, so let's make it a perk.

and let's repeat "one - on - one" scheduled meetings with vendors for attendees to sign up for, and list that as a perk.

Just looking at graphics, let's make it punchy, lots of caps, great colors to identify each level and make it eye catching. Let's not use "x", that looks negative, let's find a little icon (MLA Logo?) or smiley face to indicate "YES".

I suggest the web site language be more direct, and action oriented, language like they of course want to sponsor!!! It's their privilege to sponsor!!! Let's add levity and salesmanship to convince them. something like e.g.:

Your company benefits as a sponsor of the Massachusetts Library Association (MLA ) Annual Conference on May 21-22-23, 2018 at the Framingham Sheraton Conference Center. Strengthen your company's brand awareness. Reach library leaders and decision makers throughout Massachusetts. Perks of sponsorship? Many, including: Onsite signage; more signage; lots of logos and ads on the MLA website, social media, newsletter and Conference marketing materials, presentation opportunities, one-on-one meetings with purchasing librarians; and more!

IMHO,

On November 3, 2017 at 7:10pm Alex Lent wrote:

*Hearing no further discussion, let's vote. Because this is an email vote, we're going to ask for all votes at once rather than asking for yeas, then nays, then abstentions.*

*Voting will be from right now through Monday, November 6 at 7pm.*

*So, please reply all with you vote, whether it is yay, nay, or abstain.*

*Thanks,*

*Alex*

On November 7, 2017 at 12:47pm Alex Lent wrote:

*Hi Everyone,*

*Thanks for your patience with this process. Voting is now closed and the motion passed. The changes proposed in Esme's motion are confirmed.*

*Thanks,*

*Alex*