

## LAB EXECUTIVE BOARD MEETING

MINUTES Oct 16, 2023 **Approved**

Notes: Mauri Baumann

Meeting began at 10:00 am

Present: Debbie Anderson, DFA, (Pres.), Mauri Baumann (Vice Pres.), Holly Tkaczyk (Treas.), Denise Ambrosait DMA (Membership)

The minutes of September 18, 2023, were approved by the Board. DFA posted on LAB website and distributed to the membership via email.

### Discussions:

Mauri reported on her research for LAB to become a nonprofit organization:

The problem with becoming a registered non-profit:

- LAB would need to appoint a registered agent or lawyer.
- To register with the State of Florida in Sunbiz a physical address required. LAB does not have a physical facility so that would not be feasible.

Due to the barriers listed above and the expense, the Board decided to table the idea at this time.

### Treasurer topics:

Debbie Anderson, Holly Tkaczyk, and Suzy K. met at the bank to establish the new account signatories. The bank administrator suggested there be two: DFA and HT are current authorized signers on account.

Online banking was also set up. However, there is an issue with having two signers. DFA is listed as primary and cannot turn off 2-step verification. Signers will investigate.

Board approved LAB's \$50.00 donation to Literacy for Adults in Brevard (charity receiving the most votes on May survey performed by previous Board). HT to send check.

Due to security issues, etc. the Board decided that Zelle and Venmo will not be offered as payment options at this time. The Board approved the NEFLIN supported payment option from LAB's webpage as the best centralized method of payment at this time.

### Programing:

December: Holly suggested coffee social to meet librarians and mentors. Denise suggested Bold Cup Coffee and Joe Muggs in Viera as there is plenty of parking. As another option, Debbie suggested Tuscany Grill in Viera, if we can reserve the private room at no cost. Date set as December 1, 2023 for after work with appetizers funded by LAB. The theme will be a meet and greet to "Kick off Your Holidays."

Spring: It was suggested that AI and CHAT GPT be the Continuing Education program in March. Denise will contact Scott Tilly, currently presenting community sessions at the public library on this topic.

#### Ways to Increase Membership:

- Debbie to contact BAME (Brevard Association of Media Educators) about offering dual membership to BAME members at no cost.
- Optimize LAB website to drive new memberships. Debbie added search tags.
- Denise and Debbie will look at Google Keyword Planner.
- Denise will start an Instagram account.
- Debbie will update log-in sheet.
- Perhaps give new members a gift with logo. Denise will investigate cost.
- Current membership will expire for members June 2024
- Denise is looking into marketing ideas.
- LAB might give a gift to person at the Banquet who brought in the most members during the year.

#### Documents & Webpage:

DFA emailed Marian about archives. So far, she has not heard back.

LAB webpage and membership email distribution updated, DFA.

LAB Facebook page – Kelli Gerson Sparks, LAB Past President and one of the current LAB FB page administrators, added DFA as one of the administrators. Additional testing required.

LAB Google Drive access given to DFA.

#### Membership Directory & Bylaws:

Denise type up the last membership directory. It is in the Google Docs. Will check Google Drive for logo. She suggested WORD to make it easier for editing.

Mauri suggested sending out a list to current members to update information.

Note: The Directory is NOT published on the website due to privacy.

Holly asked if there was a document to check if people had paid. Debbie said there was a Spreadsheet.

The meeting adjourned at 11:00 am. Next meeting Nov. 13, 2023.