Incoming President Anna Gesing starts meeting by thanking Kate Botelho, the outgoing President. She then introduces the other current board members, Rachelle Jones, VP; Stacey Stachow, Treasurer; Sue Cabezas, Vendor Member and Samantha Delman-Caserta, newly elected Secretary.

September 2017 chapter meeting minutes were approved. Stacey presents the Treasurer’s report. Announced $1255.67 raised from the 2nd chapter auction. Chapter bank balance is $13,912.49. This will be used for the Chapter meeting.

Auction was discussed. Last year’s goal was $1500 and this year the goal will be $2000. There were some minor issues this year with delivering gifts for holiday giving. Future donors are asked to keep this in mind. Other chapters have started doing their own auctions and are reaching out to us for pointers, including national. Looking for volunteers for this year’s auction, tech savvy individuals. We might look into a new software to run the auction and this might have a cost attached.

Daniel Thiem, Samantha Delman-Caserta, Phil Zuckerman volunteer for the Fundraising Committee.

Our chapter completed a lot of initiatives this year. The new Museum Nerd Mug is our newest fundraiser for the chapter. Was the brain child of Penny Bigmore, Tina Harding and Steve Santangelo. The mugs wholesale for $8 and retail for $16.95. The proceeds will go to scholarships to NA Chapter meetings, National conferences and Gift Shows, as well as programming at our Chapter meetings. There has been a donation of the mugs made to the MSA Forward silent auction by Popcorn on behalf of the chapter.

Popcorn released rights to the artwork in response to a question from Phil Zuckerman.

Ione Saroyan spoke about membership. Our chapter work has been amazing. The chapter is the most important level of the organization. She started an around the room introduction of all members in attendance, including name and institution. Thanked everyone for getting involved, picking up the phone, referrals, etc.

Kate Botelho spoke about the MSA Next Initiative. Our chapter is sponsoring a $1200 scholarship to an up and coming not-for profit retail professional. It is important to help an individual to see what it looks like to be involved. We hope that this becomes a model for other chapters, like the auction was.

Nominating Committee was discussed. There will be at least 2 positions available next year. Secretary and either Vendor Member or Treasurer. Discussion was had explaining the plan to extend one of the positions, so that there are only two positions up for election each year. Call for volunteers to be on the committee. Laura Murphy explained the responsibilities.

Laura Murphy and David Duddy volunteer to serve.
September Chapter meeting will be held on September 9 and 10 at Historic Deerfield, Smith College Museum of Art and the Eric Carle Museum of Picture Book Art.

Call for volunteers. Contact Anna after the meeting

Call for ideas for content, sessions, etc.

Request for vendor involvement

David Duddy pointed out the growth of vendor involvement over the years

Phil Zuckerman commented that the North Atlantic Chapter has always welcomed vendors

Save the date cards were handed out

Rachelle Jones spoke and remarked on the number of attendees at the meeting.

She welcomed the new attendees

New Business

Lisa from Book Expo announced that if you are interested in attending there are complimentary tickets for all MSA Members.

Show dates are May 30 – June 1

Tina Harding spoke to the benefits of attending

Phil Zuckerman from Applewood Books spoke about their Book Party. Once a week they will be traveling to institutions

Reach out if you want them to come to you. It is Free

It is a great, fun way to increase engagement

Meeting is adjourned.

Respectfully,

Samantha Delman-Caserta

MSA NA Chapter Secretary