Conference Planning Meeting  
Notes

Friday, 08/15/2025  
**─  
Attendees**

*Mary Jo R., Lorraine P, Sarah L, Rachel B, Sarah H, Michael L, Logan R, Liz I*

*Absent: Jennifer M, Rebecca K, Beth M, Rachel C, Mark, Kim N*

*Note taker: AI*[See AI-assisted notes below](#_xrj67sgn6zq9).

# Agenda & Notes:

## Last Meeting Follow-up

1. **CE Go-live**
   1. Zoom link
      1. The zoom links for the conference are in this document:  
         <https://docs.google.com/document/d/1z0YcKZ5Xrfq9CU9MPxs3QzdMwdYBl_NXzPALkwYpHIc/edit?usp=sharing>
   2. Advertising email to go out
   3. Cost for CE =$40
2. **Vendor Update**
   1. Registration for vendors is now live
      1. Looking for silver sponsors
      2. Revenue generated from vendors - anticipate total of $2,700
   2. Vendor trivia game - how to ???
3. **Reports from Sub-Committees -**
   1. Program Committee (responsible for member content)
      1. Final program up on WA
   2. Registration Committee (responsible for forms and tasks related to conference/CE registration)
      1. Attendee registrations
      2. CE registrations
   3. Communications Committee (responsible for advertising, and related)
      1. Advertise CE

## New Business

1. **2026 Conference Chair update**
   1. **Three (!!!) options for 2026**
      1. **UNYOC + NYLA**
      2. **UNYOC + NYLA + NAHSL**
      3. **UNYOC + NAHSL**
2. **Updates for website conference page**
   1. **Any last-minute changes or edits? Get them to Michael asap!**
3. **Any polls needed? Voting?**

## **Next steps**

## Posting CE and CE registration - Sarah L / Michael

1. Follow-up on 2026 - Logan / Mary Jo
2. Advertising CE - Communications Committee
3. Polls - voting needing - Beth / Abby / Sarah H
   1. Approval of meeting minutes
   2. Approval of budget for next fiscal year
   3. Any other proposals requiring a vote?
   4. Vote for adjournment

# Next Meeting

1. Next Meeting: **September 19 at 10:00 AM**

# Zoom AI Meeting Summary

## **Quick recap**

The team discussed plans for an upcoming CE event, including email communications, pricing strategy, and registration targets. They reviewed conference planning efforts, including sponsorships, promotional activities, and potential 2026 venue options, while addressing concerns about registration numbers and pricing. The conversation ended with website updates, technical discussions about Zoom polling features, and plans for future leadership transitions.

## **Next steps**

* Sarah H. will set up Zoom polls for the business meeting.
* Sarah L. will send Michael the CE event description and Zoom links.
* Michael will update the website with any corrections Liz sends.
* Michael will finalize the CE event ticket and webpage and send a link to the planning committee listserv.
* Michael will create the CE event on Wild Apricot with $40 registration fee for all attendees after receiving event description from Sarah L.
* Lorraine and Liz will meet offline to draft promotional emails for different listservs and audiences, and to create a schedule for promoting different aspects of the conference.
* Logan will send an email to North Atlantic Health Sciences Library Association about potential partnership for 2026 conference.
* Logan will reach out to volunteers for the 2026 conference planning committee after the post-conference survey.
* Liz will check and send Michael any website corrections that need to be made.

## **Summary**

### **CE Event Email and Webpage**

The team discussed creating and sending emails for a CE event, with Lorraine needing descriptions for member and non-member audiences. Sarah agreed to send Michael the event description, which he would use to create the webpage and event. Michael requested the Zoom links and confirmation of the event fee to finalize the creation. MJ and Sarah planned to review the CE pricing to ensure alignment.

### **CE Pricing and Registration Strategy**

The group decided to set the price for Continuing Education (CE) at $40 for all members and non-members, aiming to break even and potentially make a profit. They agreed this straightforward pricing would encourage participation and attract new members. The team set a target of 15 registrations to break even, though Sarah noted they typically get around 12 in-person attendees. Michael confirmed that communications would handle sending out registration information once the Wild Apricot system was set up.

### **Conference Planning and Sponsorship Update**

The team discussed conference planning, with 5 current registrants and 2 gold sponsor slots filled, while seeking additional silver sponsors. They agreed to focus on vendor engagement at the September meeting and planned promotional activities, with Lorraine and Liz coordinating email outreach to different audience segments. The team also noted that while registration numbers were lower than expected, this was partially due to the virtual format and upcoming promotional efforts would help increase participation.

### **2026 Conference Partnership Options**

The group discussed three potential conference options for 2026: partnering with the New York Library Association (NYLA) in Saratoga Springs, collaborating with the North Atlantic Health Sciences Library Association (NAHSLA) in Burlington, Vermont, or holding a conference in Watkins Glen. They are leaning toward the NYLA partnership due to logistical ease and previous connections, though they need to confirm if NYLA will allow special registration rates for UNIAOC members. The group also considered the potential for medical tracks and vendor interactions, with Liz noting that NYLA previously accommodated special rates for her CE presentation in 2022.

### **Conference Pricing and Registration Concerns**

The group discussed conference pricing, with Lorraine highlighting the differential between their early bird rate of $185 and competitor rates of up to $300, noting that their costs are driven by food and hotel room expenses. Sarah expressed concern about public library budgets, while Michael suggested that cost complaints might be "noise" as attendees would either attend despite the costs or not attend regardless. The discussion concluded with Lorraine raising concerns about Canadian member registration.

### **Addressing Canadian Event Participation Decline**

The group discussed the impact of border tensions on Canadian attendance at events, noting a significant decline in Canadian participation at writing conferences and vacations in the Adirondacks. Lorraine suggested reaching out directly to Canadian members to gauge their interest in attending the 2026 US event, while MJ proposed organizing a virtual meetup for Canadian colleagues. The discussion highlighted the potential need to adapt future events to accommodate fewer attendees and explore alternative formats like online gatherings.

### **Website Updates and Correction Review**

The team discussed website updates, with Michael needing to review content before his vacation from September 18-28. Liz mentioned sending an email to Michael in early July about some minor website corrections, including a typo in Jodé's name, but Michael couldn't find the email in his inbox. Liz agreed to resend the email with the corrections, which Michael promised to address once received.

### **Zoom Polls and Leadership Transitions**

MJ and Lorraine discussed the need for polls to be set up in Zoom for voting on various items during meetings, such as previous minutes, the budget, and adjournment. MJ emphasized that the chair and secretary need to see the results, and Sarah H. agreed to explore the updated Zoom poll features. Michael announced that Stephen Vita would take over as the new webmaster after his tenure ends in October, and Lorraine suggested that Logan should add new committee members to the listserv after the conference post-survey. MJ noted that next year, they would need to find a new treasurer and CE coordinator.

### **Conference Planning and Updates**

The meeting focused on conference planning, with Lorraine expressing pride in the group's efforts and comparing it favorably to previous experiences. MJ and Lorraine discussed updating the agenda and adding AI-generated discussion points and next steps. Michael mentioned he would work on the event ticket and website page, aiming to complete it that day. The group agreed to reconvene on September 19th at 10 AM, with MJ encouraging everyone to register for the conference.