

## **Minutes of the ARLIS/NA MOQ 2016 Spring Meeting**

### Attendees:

Pamela Casey, President

Jessica Hébert, Vice-President

Adèle Flannery, Membership

Sarah Severson, Treasurer

Janie Tremblay, Secretary

Jennifer Garland, ARLIS NA Canada Chair/Canadian Member-at-Large

Simon Barry

Carol-Ann Belzil-Normand

Pierre Boisvert

Frédérique Duval

Pierre B. Landry

Jean-Michel Lapointe

John Latour

Mathieu Pomerleau

Alan Reed

### **Welcome message**

Meeting is called to order at 10h30am by President Pamela Casey. Pamela welcomes all participants and thanks them for attending. Each attendee is then invited to introduce themselves to the group.

#### **1. Adoption of the agenda**

Pamela proposes the adoption of the agenda, seconded by Adèle.

#### **2. Adoption of last meeting minutes**

Pamela reads highlights of last meeting minutes, then proposes to adopt them. Seconded by Jessica.

*(Reports are submitted as is.)*

### **3. President's report**

President Pamela Casey welcomes participants and opens the floor to the other executive committee members. She reiterates the importance of organizing outreach and professional development events to encourage new members and thereby increase our chapter funds, in order for us to continue offering the excellent benefits of membership such as professional development awards, travel awards, networking opportunities and the *MOQDOC*.

### **4. Vice-President's report**

Les derniers mois ont été une période très mouvementée et intéressante pour l'exécutif d'ARLIS/NA MOQ. Dans mon rôle de vice-président, j'ai entamé un projet spécial d'une refonte et réorganisation du site web. L'ancien comité du site web a été dissous, mais plusieurs membres ont encore un rôle dans le développement et maintien du site web : John Latour s'occupe toujours du rôle d'administrateur en faisant les renouvellements annuels de l'hébergement et du domaine ; Renata Guttman participe au projet spécial et Corina MacDonald aide de façon ad hoc avec les conseils informatiques.

#### **a. Projet spécial – site web**

Le comité du projet spécial du site web comprend Renata Guttman, Alan Reed, Adèle Flannery et Danuta Sierhuis. L'objectif de ce projet était d'améliorer la navigation du site web et de simplifier l'organisation des contenus pour une meilleure utilisation. Le comité s'est réuni à deux reprises pour proposer une nouvelle structure d'information et discuté des priorités du site et son rôle dans l'association d'ARLIS. Le comité a établi les priorités, qui étaient de mettre en évidence les points suivants : qui nous sommes, ce que nous faisons et comment adhérer à ARLIS. Le site web joue également un rôle important en tant qu'archive de nos activités, nouvelles et rapports. Nous aimerions trouver une façon de réorganiser l'information et de rendre le tout plus clair et visuellement attirant. Nous avons décidé de rester avec WordPress, mais de changer le thème, pour avoir un design qui est plus à jour et qui sera adapté aux tablettes et téléphones cellulaires. Nous sommes en train de choisir le nouveau thème et la prochaine étape sera d'aménager le contenu vers le nouveau site, de modifier certains textes et de mettre en œuvre certains éléments de personnalisations. Corina MacDonald nous aidera avec les aspects techniques de ce projet. Le projet demande plus de travail que j'avais prévu au départ, mais je prévois que le nouveau site sera prêt pour l'automne 2016.

### **5. Membership report**

As of today, the membership stands at 34 paid members (among them there are 11 new members since fall 2016) and 19 pending payment. Total current members 59, assuming everyone renews.

We lost 4 members. One ex-member was generous enough to offer some insight into why she decided to leave, citing little sense of belonging, or interest in current activities, and too many emails. Her thoughtful reply is illuminating and fuels in the executive the desire to better connect with members and streamline procedures in order to prevent workflows and logistics from standing in the way of our shared passion.

After a late start with reminder send outs, in March and April I personally contacted all current members to update their contact information, reminding them to renew their membership and confirmed their interest in continuing to receive the paper version of the *MOQDOC* (following notification from a few members who decided to opt out in favour of the PDF).

It is possible that some members were unintentionally not contacted and did not receive the announcement via the new list-serv. If this is the case, I invite anyone who wishes to have their membership updated or who know of someone who hasn't been informed to contact me at [adele.flannery@gmail.com](mailto:adele.flannery@gmail.com) I've also reached out to individuals to invite them to [join the new list-serv](#) to receive regular updates about membership and news from the executive.

In the future, renewal reminders will be sent following the Fall meeting for the next calendar year. This way, all the funds needed will be ready to support the bursaries, which are announced in the early part of the year in anticipation of the March ARLIS-NA conference.

With the help of the executive committee, membership documentation was updated, reorganized and consolidated. More specifically:

- A membership database was created in Excel to update member information, to track reminder and payment dates, *MOQDOC* send outs, list-serv subscriptions, and to facilitate mail merges;
- The [membership web form](#) found under the *How to join* section of the website was updated to match the new simplified, fillable, [PDF membership form](#);
- New-member welcome and renewal notices were updated;
- A calendar was created to track the timeline of activities over the course of the year.

In a continued effort to recruit new members, two activities took place in early 2016:

- a. for the second year, we reserved a table at the SIS-EBSI career fair at the end of March;
- b. the second edition of the CV design workshop took place at Artexite in April.

**a. SIS-EBSI Career Fair**

The SIS-EBSI career fair was particularly successful in getting the word out about Arlis-MOQ thanks to the participation of Mathieu Pomerleau and Alan Reed, but also, Jessica Hébert who sent us many students from her Artexite table. Many students were unfamiliar with our association, therefore, many great conversations were had with fellow art lovers. We also learned about a class that presents associations at EBSI, with a contact now established we hope to participate in the future. The main goal at the career fair was to showcase our activities and promote our upcoming event, the CV design workshop.

**b. CV workshop**

The CV design workshop took place at the end of April and was also successful in meeting potential members while providing a useful service for emerging professionals. Hosted in Artexite's beautiful spaces, 8 people participated. Although fewer people attended than the previous year, more participants came to the 5 à 7. This is the time when we can really connect with the students on a personal level and get to know their needs as emerging professionals, while championing the benefits of being a member of Arlis-MOQ. Next year, we will aim to have the CV workshop

take place in February in order to maximize participation from busy students. Special thanks to Jessica Hébert and Pamela Casey for helping to organise the day and to Artext for hosting.

### **c. Promotion**

The executive already has ideas for future activities spaced out throughout the year as we continue our effort to recruit students locally, as well as in Ottawa and Quebec.

Both of these recent activities made use of a new iteration of the recruitment poster developed during a special project with Jennifer Garland, as well as promotional pamphlets provided by ARLIS-NA. The latter required additional documentation to regionalize the information which prompted designer Adèle Flannery to create an insert with details on our local chapter and our contact points. This need also provided the opportunity to rethink the Arlis-MOQ branding. We piloted a branding prototype to stand out at the career fair among the other organisations. Painting the logo on a canvas cloth was particularly useful to identify us as an art-focused group. If it is appreciated by other members, it could be deployed to update our branding across all our platforms.

These two activities cemented in me the importance of word of mouth and establishing one on one interactions in helping potential members better understand the value of joining Arlis-MOQ. I would like to emphasize that although this recruitment strategy takes a dedicated amount of effort for each new recruit, I strongly believe that they will become long term, productive members.

In closing, I encourage all our members to be on the heels of their colleagues, who perhaps don't feel represented in larger association, to join our small but passionate group. I especially invite managers and directors to encourage their employees to join Arlis-MOQ. Thank you in advance for your continued dedication to Arlis-MOQ.

6. Treasurer report

ARLIS/NA MOQ	Rapport Trésorier	
	Actuals	Budget
<b>SOLDE / BALANCE 01 January 2016</b>	<b>\$ 1,563.48</b>	
<b>DÉPÔTS / Revenues</b>		
Adhésion/Membership	\$ 1,024.18	\$ 450.00
Inscription/Registration	\$ 30.00	\$ 300.00
Dons/Donations		\$ 200.00
Projet ponctuel/Special project		
<b>DÉPÔT TOTAL / Total Revenues</b>	<b>\$ 1,054.18</b>	<b>\$ 950.00</b>
<b>RETRAITS / Expenses</b>		
Projet ponctuel/Special project		
Bourses/Awards		\$ (1,240.00)
Contributions ARLIS/NA	\$ (100.00)	
Dépenses /Activities expenditu	\$ (130.99)	\$ (350.00)
Imprime de MOQDOC/ Printing	\$ (225.35)	\$ (450.00)
Site web/Web hosting	\$ (185.92)	
Frais Mensuels /Banking Fees	\$ (18.75)	\$ (26.25)
<b>TOTAL DES RETRAITS / Total Expenses</b>	<b>\$ (661.01)</b>	<b>\$ (2,066.25)</b>
<b>SOLDE / BALANCE 03 juin 2016</b>	<b>\$ 1,956.65</b>	
<b>Expected SOLDE / BALANCE 31 decembre 2016</b>		<b>\$ 840.40</b>



Sarah Severson, trésorier/treasurer 03-Jun-16  
 Date

Presentation of the actual expenditures for January to June 2016 and a new column for our expected or budgeted for revenues and expenses.

We are running at a deficit. This is something recurrent that has been recorded before but we are running out of savings. According to my estimates, and these are conservative estimates, we will end this year with about 850\$ in our account. This means that next year without an increase of revenues we will not be able to cover our yearly expenditures. In Fall 2016, we should plan a discussion at our MOQ meeting on how to address this. We have options: bringing in more money or lowering our expenditures. While our expenditures are generally low, such as

our meetings, events, and the printing of the MOQDOC, our professional development awards mean that our outgoings are high. Should anyone be interested in seeing our full statement of accounts, it can be shared.

## **7. Secretary report**

One of our new activities this year was to start a regular newsletter which is managed by the Secretary. I try to send it roughly monthly to update our members on future programming, events, call for submissions, and any other news we feel might be relevant to our members. The listserv settings were recently updated from "respond to all" to "respond to poster", in an effort to cut down on the number of emails. Any ARLIS-MOQ member is invited to use the listserv to promote programming or events of interest to other members, and we strongly encourage you to do so. Our listserv subscription is open to all, so it includes MOQ members but also non-voting members and others with an interest in our activities. To reach me or any of us on the Executive, please email us via our [arlismoq@gmail.com](mailto:arlismoq@gmail.com) account.

## **8. Committee reports**

### **a. Nomination Committee**

On January 1, 2016, the entire ARLIS/NA MOQ Executive Committee was renewed. As such, the only position that will need to be filled in 2017 is that of the Vice-President.

As indicated in the Chapter's bylaws, the Vice-President shall perform the duties of the President in case of the President's inability to serve and he or she may be assigned other duties by the President. The term of office for the Vice-President is one year after which he or she becomes the President for a one-year term.

As with all positions on the Executive, the Vice-President must be a member of the Chapter and of ARLIS/NA. If he or she lacks the institutional support to maintain a membership with ARLIS/NA during their term of office, then the Chapter may cover their membership fee.

Joining the Executive Committee is a great way to contribute to the success of the Chapter on a local level, and through a membership with ARLIS/NA, it presents opportunities to connect with colleagues across North America.

Anyone interested in becoming Vice-President in 2017 should feel free to contact the Nominating Committee at their earliest possible convenience.

Thank you very much.

The Nominating Committee

John Latour ([jwlatour@yahoo.ca](mailto:jwlatour@yahoo.ca))

David Sume ([david.sume@gmail.com](mailto:david.sume@gmail.com))

### **b. Professional development**

En fonction des revenus disponibles, le comité en concertation avec les membres de l'exécutif d'ARLIS/MOQ a opté pour un appel de bourses pour les bourses d'adhésion Daphne Dufresne et Marilyn Berger seulement. Les fonds normalement réservés à la bourse de voyage Michelle Gauthier sont reportés à l'année suivante.

Un appel de candidature a été envoyé le 1<sup>er</sup> février 2016 d'une durée d'affichage de deux semaines. Aucune candidature n'a été reçue.

On note deux principaux problèmes qui peuvent être liés au manque de candidats :

- 1- L'appel de candidature a été lancé de façon trop tardive, ainsi les membres avaient déjà payé leur contribution d'abonnement.
- 2- Les coordonnées pour où envoyer le dossier de candidature n'étaient pas inclus dans l'envoi courriel, nécessitant d'aller sur le site web d'ARLIS/MOQ.

Ainsi nous souhaitons consulter les membres d'ARLIS/MOQ lors de la réunion du printemps 2016 pour déterminer ce qu'ils souhaitent pour les bourses d'adhésion Daphne Dufresne et Marilyn Berger :

- 1- Faire un nouvel appel de candidature
- 2- Faire un tirage au sort parmi les membres inscrits
- 3- Reporter les fonds à 2016-2017

Simon Barry  
Hélène Brousseau  
Danielle Léger  
(Membres du comité)

### **c. MOQDOC**

The MOQDOC committee is currently comprised of Adèle Flannery, Alan Reed and Jessica Hébert. We've been working hard at seeking out content and incorporating new ideas into the publication. We might consider the latest issue as the "review issue" as most of the articles are in the form of reviews, either of publications or exhibitions, with the exception of a report by ARLIS NA chapter liaison Rebecca K. Friedman. We would like to sincerely thank everyone who took the time to write articles to this issue; your thoughtful contributions are vital to MOQDOC's continuation.

I'd like to take this opportunity to announce that I'll be stepping down from the committee as of next month in order to better dedicate time to my tasks as VP. It has been a privilege working on this publication for the past two years and I couldn't have asked for better collaborators. Both Adèle and Alan have done remarkable work for MOQDOC and I am so grateful to have been able to work with such a great team. With this in mind, the committee is currently seeking two new members to join for the Fall 2016 issue. *Je tiens à souligner que nous cherchons un.e membre francophone pour le comité. Ceux et celles qui ont un talent pour la rédaction et la révision du français, vos talents sont si précieux!*

If anyone is interested in joining the committee you can let Alan or Adèle know.

## 9. ARLIS/NA Canadian Liaison report

As Canadian Liaison to ARLIS/NA, it is my job to move information in both directions between the Canadian chapters and the ARLIS/NA Executive Board.

I want to stress the six Strategic Directions recently outlined by ARLIS/NA to help us align our chapter activities with the goals of the Society.

- Leadership and Advocacy
- Organizational Advancement
- Art Information Professionals
- Diversity and Inclusion
- Innovation and Technology
- Collections and Access

These points have more detailed definitions on the ARLIS website:

<https://www.arlisna.org/about/strategic-directions>

ARLIS/NA has many resources for its members. I encourage you to sign-up for the ARLIS/NA listserv as a way to seek and share information. The list is freely available and is archived. I also encourage you to explore the website: ARLIS/NA has a number of special interest groups and committees, and you are also encouraged to join - many Canadians serve on these. The ARLIS website also features the Learning Portal, which includes selected recordings of past conferences, webinars and professional development activities.

The Executive Board is now accepting applications for special funding requests. \$500 USD is available for chapters for projects that link up to the points outlined in the strategic directions. Past examples include outreach events and publication design.

For new professionals, there is the ArLiSNAP section, which has its own listserv and website for discussion and highlights jobs and opportunities. There was a call just recently for a new Canadian liaison of that section.

## 10. Discussion points

### a. Financial situation, with a focus on MOQ bursaries

Discussion on how our current financial situation, and particularly how this impacts our ability to offer professional development bursaries. Can we continue to afford our bursaries, seeing as how we operate at a deficit?

A suggestion is made as to whether we should approach the bursaries differently, such as dropping the travel bursary and offering more awards toward membership fees. However, the general consensus is that the travel bursary offered by our chapter (\$1000) is highly valued, and gives our members a real opportunity to attend the ARLIS NA conference. It therefore should continue to be offered.



However, it is noted that with the call for submissions this spring for membership awards, there were no applicants to the membership professional development funds. How can this be avoided in future and better encouraged? A number of suggestions are made:

- Timing and communication could be improved: potentially separate the calls for membership awards and the travel award, to encourage their visibility and hopefully lead to a higher number of applicants
- The MOQ travel award should be offered in early fall, such as late September or early October, and timed with the announcement of open early bird registration for the ARLIS NA conference
- The membership awards could be offered directly after the fall meeting, as ARLIS NA and MOQ memberships are renewed each January
- Should there be no applicants for membership awards, we could decide to put this amount towards increasing the travel award, as rarely does \$1000 cover all expenses
- Improve communication about the bursaries, especially for students and new professionals, and highlight the benefits of attending the ARLIS conference as a future/new professional
- Continue to find ways to raise funds, such as encouraging new members (thus encouraging membership fees)

The MOQ executive discuss plans for a potential fall fundraising event which would involve a networking event with professional headshots offered for a fee. This outreach activity should encourage recruitment of new members as well as serve as an occasion for professional development. The fee is discussed - some feel it should be higher, some lower - and good timing is again encouraged, especially to attract students.

Finally, the comment is made that in order to encourage donations, we could investigate the option of giving tax receipts. Our chapter's tax status should be clarified - Pamela Casey will investigate, and reach out to other Canadian chapters to find out how or whether they manage this.

**b. Private vs public documents on MOQ site (vote)**

Currently, our meeting minutes and membership information are not made available publicly on the MOQ website.

For the minutes: the question of whether to publish our meeting minutes on the website (as other ARLIS chapters do) is raised and put to vote.

Vote: UNANIMOUS, in favour of publishing the minutes from biannual chapter meeting on the website.

For membership information: It is proposed that all members be given access to the MOQ membership list, a list which would feature member names, as well as potentially providing titles, institutions, and emails. Members could opt-in about publishing their information upon renewal. Networking and being able to connect with other art information professionals is one of the benefits we often present to new members. The solution to presenting this information without make it public would be a private section on the MOQ site which would be password protected, with the password updated and distributed upon membership renewal each year.

Vote: UNANIMOUS, in favour of creating a password protected part of the MOQ website where the current membership list would be distributed to MOQ members, a list to which current members could opt-in to include their names and contact information. Once this section is made available, the MOQ executive will be in contact with members to seek their permission for their names and/or details to be included.

**11. Fall meeting location**

The next meeting will be held in Montreal!

Suggestions include: BAnQ, Centre Phi, SAT, Temps Libre, Université de Montréal, or focusing on a specific area such as Old Port/Downtown, Rosemont, or Mile-End.

**12. Ajournement**

Pamela moves to adjourn the meeting, seconded by Jennifer.