

Reforma Oregon Chapter Meeting

Saturday, February 28, 2015

Albany Public Library

Present: Angelica Novoa de Cordeiro (Canby Public Library), Christina Hansen (Beaverton City Library), Christine Carry (Springfield Public Library), Courtney Terry (McMinnville Public Library), Elizabeth Lopez (Hillsboro Public Library), Elvira Sanchez Kissen (Woodburn Public Library), Felipe Marquez (Albany Public Library), Gladis Martinez (Woodburn Public Library), Jovanna Sardineta (Washington County Cooperative Library Services), Kimbre Champan (McMinnville Public Library), Lauren Furnish (Tualatin Public Library), Linda Osuna (Hillsboro Public Library), Lucy Iraola (Multnomah County Library), Maria Aguilar (Cornelius Public Library), Martín Blasco (Washington County Cooperative Library Services), Matias Torres (Eugene Public Library), Max Macias (Portland Community College), Natalia Fernandez (Oregon State University), Patty Lara (Hood River Public Library), Rosa Olivares (Newburg Public Library).

Timekeeper: Linda Osuna

Recorder: Elizabeth Lopez

No revisions made to the November 8 meeting minutes, approved unanimously.

Chair's Report

- WCCLS Publicity person put out a press release about the incorporation of the Oregon Reforma chapter, Portland Tribute article came out in the metro area
- Roberto de Anda, Director/Professor of PSU Chicano/Latino Studies program, is interested in working the chapter. Contact information for the Director was passed around.
- We have our own listserv hosted by Oregon State Library, it has worked well to discuss issues and share national Reforma information. To subscribe:
http://listsmart.osl.state.or.us/mailman/listinfo/reforma_or
- The next national Reforma meeting is taking place in April at the annual conference in San Diego. We need to let Monica Lopez, our national representative, know what we want to her to report from our chapter.
- Review task from last meeting: we have a table at the OLA conference in the exhibitor area. We are seeking volunteers to staff the table and give information. Tried to reserve a room at the conference for a meeting during the conference but the time slots left were not for a good time. We need to decide if we want to meet informally elsewhere.

- Membership registration- Martin has been contacting National Reforma about adding our Chapter as a membership option to the Reforma membership form. He continues to work with national to get the form updated. Please contact Al Milo if you want your chapter status to be changed to our chapter. There will be a sign-up sheet at the OLA table for current members that want to change their membership to our chapter.
- Gladis set up a Google account that we can use to send out the survey to the membership to inquire about whether they have changed membership status to the Oregon chapter.

Treasurer's Report

- We needed to decide if we wanted to go with National as a group exemption or if we want to file separately tax-exemption (\$400 fee payment needed). Elvira recommended that we go with the group exemption option, present members agreed. Sarah Dahlen, National Reforma treasurer, will include our chapter in the group exemption process.
- The chapter still needs to be incorporated with the State with a \$50 annual fee that we need to pay in order to do fundraising activities. Elvira will proceed with this step.
- Bank Account choices- Elvira recommends that we go with Wells Fargo, she looked at other options: Umpqua/Chase/Bank of the West/Columbia Bank. Once we build up our account funds, we can switch over to a credit union. Wells Fargo offers the lowest bank fees for a simple business account (most basic account).
- When we do our fundraising, we need to keep our transaction limit in mind. Wells Fargo recommended that we do our fundraising events at the end of the month so that we can maximize our deposit limits. Another recommendation was that we begin our fundraising efforts by taking cash for donations. Deposits will also count against our transaction limit.

Formation of Committees

- Communications Committee will be formed to begin promoting the chapter and recruiting members. The first task is to create a website. Lauren Furnish collected a sign-up sheet of the members interested in being part of this committee.
- Weebly was selected to host the website and Laura, Lucy, and Max will work together to it going. They will look into how much it would cost to get a customized web address.
- Max suggested creating a repository for information that we can all share across the state that is easily accessible (ex. on topics like driver's licenses, lists of local performers/artist, etc.).

- Suggestions for the website included adding pages for resources, embedding a google and calendar for activities, and to review other chapter websites at the next meeting to generate ideas about content.
- Linda and Elizabeth will open a Facebook page/group in April
- It was also suggested that down the road we add a Children and Families committee
- Other future discussion items included making the case for educating administrators and directors about services and outreach to Latinos and Spanish-speaking communities, cultural competency training, best practices for hiring/recruiting

National Representation

- Monica Lopez is our national Reforma representative. Lucy and Lauren are both going to the National Reforma Conference. Martin will send out an email to Monica about what is needed so that Lucy and Lauren can represent the chapter at the chapters meeting taking place at the conference.
- We might need Lucy and Lauren to report back about a question that national brought up about our bylaws. Silvia Cisneros, Martin, and Monica Lopez discussed Article 11, Section 2, in our bylaws that refers to using money for reasons that are not directly related to our work as Librarians:

“No substantial parts of the activities of the organization shall be the carrying on of propaganda, or otherwise attempting to influence legislation...”

Elvira pointed out that the key word is “substantial,” as long we are not dedicating the majority of our time to this piece, it should be fine. We just need to make sure that what we balanced in whatever we choose to participate.

- Max points out that we could form a political action committee outside of Reforma to take action on legislation outside of the chapter so that we don’t see the chapter affected. Max will investigate what is involved in opening a political action committee so that we can take action on topics affecting the Latino/Spanish-speaking communities. How much can a chapter endorse a measure?
- There was a discussion about marketing ourselves, advocacy issues, increasing communication, increasing contact with library schools, advocacy at ALA, with library administrators to hire more Latino/Spanish-speaking professionals.

- Suggestion is to form an advocacy group to bring issues and ideas to the group so that we can decide if we want to advocate on that position as a chapter
- Another suggestion was to work with other professional caucuses to get ideas on what type of work plan we want to create for our chapter, which in turn, can also lead to presenting on special topics at the OLA conference (ex. reaching out to bilingual volunteers, best practices to recruiting bilingual/bicultural talent).

OLA Conference – REFORMA Oregon table

- Courtney created a sign-up sheet so that members can sign-up for 30 minute shift to staff our Oregon Reforma exhibitor table during the OLA conference. It was suggested that we have a cash donation jar at the table.
- Natalia offered to be the point person both days, Thursday and Friday, and staff the table.
- People should be able to sign-up to become Oregon Reforma members at the table via a computer. Martin will check to make sure the online membership form is correct. Natalia will send out a Doodle poll to the listserv to get sign-up schedule filled out.

Items to have at table:

- Forms for people to sign-in up to be added to the listserv
- Tablet and/or laptop for people that want to register there
- Signage and brochures- does National Reforma have a template that we can use or other promotional materials?
- Natalia will bring her laptop, Maria will ask if she can bring a tablet and Lauren will check in about taking a laptop
- Button maker- teen volunteers can make the buttons – coordinate with Linda
- Elizabeth will ask if graphic designer she knows can make the design for the logo. She'll work with Linda and Martin – Martin will send the email to the listserv requesting ideas for colors, logo images

Member Library Updates

Kimbre (McMinnville) - Día de los niños – this is the first year that they will implement the program.

Jovanna (WCCLS) – will begin working with childcare providers to lend them tubs that include books and early literacy information, she hosts a radio program on 1340 AM where she talks about a certain author and reads a short story.

Rosa (Newberg) – they have a partnership with the school district for a program called “Padres como autores” that meets once a month. The program now incorporates the Día Family Book Club curriculum. They will celebrate Día on April 26, continues monthly movie in Spanish.

Matias (Eugene) – he is part of the Equity in Human Rights Commission for the City of Eugene and the library participates in the Dolly Parton Imagination Library program.

Felipe (McMinnville) – library offers bilingual storytime, trying to find a performer for Día.

Elvira (Woodburn) – will be having a poetry slam on April 4 which includes a bilingual poetry contest and an all ages poetry workshop on April 9. The guest poet will be Octaviano Merceci-Cuevas. Elvira recommends *Spare Parts* by Joshua Davis as an excellent teen reading.

Gladis (Woodburn) – she is doing outreach to childcare providers, also talking to parent groups about library resources.

Lucy (MCL) - coordinates a program for book bags at different childcare providers, goal is to have book in hands of children that need them, outreach team is creating training for new library employees that haven't had any training in outreach, Día will take place at 3 branches.

Natalia (OSU) – Cesar Chavez Centro Cultural will celebrate Hispanic heritage in April, doing writing events, one is bringing Teatro Milagro to perform *Searching for Aztlán* at the Corvallis campus.

Christina (Beaverton) – library offers Spanish storytime, English conversation group, planning an employment workshops in Spanish in the fall, films in the park by working to have one of the city sponsored movies in the park in Spanish, started citizenship classes, also working with the city's diversity coordinator to be part of the welcoming committee.

Maria (Cornelius) – weekly spanish storytime, food for fines will be repeated during library card month, Día celebration usually has about 3,000 with 40 different non-profits tabling. Includes entertainment with free hot dogs, Charro show with escaramusas, this year will take place on April 25. They also received a donation from Nike to acquire refurbished laptops. Also continues with bilingual tech help.

Linda (Hillsboro) - completed blind date with a book program, library offers computer classes in Spanish and English, will participate in the Latino Festival put together by the Chamber of Commerce, have created several specialty collections recently including a bakeware collection, arduino kits, and board games. A tool library will start soon too. A 3D printer is now available.

Patty (Hood River) - projects include outreach to a Zumba class twice a week where people checkouts books and can get library cards. During the summer this class has 80 participants. Recently started a radio show that includes a storytime and children's music in Spanish on 95.1 FM Radio Tierra. Hood River Reads selection is *Into the Beautiful North* by Luis Urrea, will celebrate Día too.

Elizabeth (Hillsboro) – library hosting a Día event at both libraries, Hillsboro Reads is planned for the Fall with one of the contenders for the book pick being *The Book of Unknown Americans* by Cristina Henríquez, partnered with Adelante Chicas' Digital Connectors program to have teen volunteers offer tech help at the branch, received a grant to run the Día Family Book Club in the summer.

Courtney (McMinnville) - First Día focusing on bringing in community organizations, will have a bilingual survey about what kinds of programs people want, adult Spanish programs haven't existed in a few months, wants to start an Intercambio program, and computer classes, started doing once a month poetry program in a local tea shop (Velvet Monkey), also some Oregon Conversation Programs are now available in Spanish.

Angelica (Canby) - book club for summer, winter, spring. Doing a Happy hour jokes program for middle school age kids, storytime, children's day, Dora Adventure Day.

Martin (WCCLS) – Washington County doing early literacy presentations, covering several cities in the county, identified highest underserved schools, still in the pilot phase, Latinoamericans TV series grant is open right now for program proposals.

Christine (Springfield) – library offers spanish storytime, working with local schools for a Cesar Chavez celebration, Día collaboration with Eugene Public Library, Spanish language book club for adults – was way more popular than she thought it would be. Community members lead the discussion and also have the kids do other activities at the same time (provides childcare), a year of story (storytellers) one performance will be bilingual, and children's department is starting welcoming baby kits.

Lauren (Tualatin) - one of the head start schools came in for a family night, library got a volunteer ESOL tutoring program, Intercambio, Citizenship classes going great, Día happening on April 7 with Grupo condor, balloon animals, crafts, and paletas.

Tasks

- Members going to OLA: Natalia F. will staff the chapter information table at the exhibitor hall but needs volunteers to sign-up for thirty minute slots to staff the table with her.
- Martin will send out a survey via Survey Monkey to the Oregon reforma listserv and the Libsor listserv to get feedback about chapter membership to send to National.
- Elvira will proceed with incorporating the chapter with the State as soon as we have funds to pay the \$50 annual fee.
- Elvira will send me the slides/handouts for her presentation to include with the minutes.
- Communications committee will begin working on setting up a website on Weebly.
- Linda and Elizabeth will open chapter Facebook page in April

- Max will research what is needed to form a political action committee
- Martin will check with National Reforma to make sure the online membership form includes out chapter
- Martin will make a sign for the OLA exhibitor table and check with National to see if they have promotional materials or templates for brochures we can use
- Natalia will staff the OLA exhibitor table and will bring her laptop to encourage attendees to become chapter members
- Natalia will send out a Doodle poll to the listserv to get members signed-up to staff the OLA table
- Maria will look into bringing a tablet and Lauren will check about bringing a laptop – for the OLA table
- Elizabeth and Linda will look into having teen volunteers at Hillsboro make Reforma buttons for OLA using the WCCLS button maker
- Elizabeth will ask her graphic designer contact if he is willing to design a logo for the chapter in-kind and Martin will solicit color scheme and image ideas for design
- Martin will send out an email to Monica Lopez about what is needed from the chapter so that Lucy and Lauren can represent the chapter at the National Reforma meeting
- Patty will check into the availability of the meeting room at Hood River

Next meeting: Sometime in May. Martin will send out a Doodle poll to request member availability after Patty notifies him the Saturdays the library is available. We will meet at the Hood River Public Library.

Future agenda items: carryover from prior meeting- reaching out to underserved populations, new member recruitment and communications plan

Meeting adjourned at 2:36PM

Respectfully submitted,
Elizabeth Lopez
Recorder