



**Michigan Chapter SLA Board Meeting  
Teleconference  
October 9, 2012**

President Breezy Silver called the meeting to order at 6:32 p.m.

**1. Call to order**

Meeting was called to order by President Breezy Silver, Bryce motioned; seconded by Joe. In attendance were: Breezy Silver, Joe Anteau, Randy Dykhuis, Bryce Rudder, Jane Potee, Carla Brooks, Sara Samuel, Jennifer Zimmer, Vicky Bellen, Jim Van Loon and Angela Jones

**2. Secretary's Report – Angela Jones**

Minutes for the September 2012 board meeting were put to vote for approval. Angela moved for approval. Bryce motioned and Joe seconded. These minutes have been approved.

**3. President's Report – Breezy Silver**

A professional photographer has been hired to take head shot pictures of attendees at the annual meeting/holiday party and a contractual arrangement is currently being finalized. A chapter wide email will be sent concerning current and empty volunteer positions. Breezy suggested that board members should wear ribbons or buttons at Chapter events to promote recognition. Breezy will be looking into our options for board members.

**4. President-Elect's/Programming Chair Report – Joe Anteau**

The programming committee has only two more events left. There will be a speed networking event taking place on October 25<sup>th</sup> at Barnes and Noble in Allen Park. And on December 1<sup>st</sup> the annual Holiday party/silent auction to be held at Webers Inn in Ann Arbor.

## **5. Treasurer's Report – Randy Dykhuis**

No change in funds.

Account Balances - As of 10/9/2012

As of 10/9/2012

Account	10/9/2012 Balance
Bank Accounts	
SLA MI checking	16,691.37
SLA MI Pooled Savings	7,003.52
SLA MI Savings - Virtual Programs	3,995.03
TOTAL Bank Accounts	27,689.92
OVERALL TOTAL	27,689.92

## **6. Director's Report – Jennifer Zimmer**

The nominating committee has candidates for Treasurer and Director. The President-Elect position is forthcoming.

## **7. Joel Seewald – Webmaster Report (presented by Breezy Silver)**

Google Analytics for 3rd Quarter (July - September)

- 4,467 visits to the SLA-CMI website (2,823 unique visitors)
- 4.78 pages/visit
- 4,349 visits from U.S., 26 from Canada, 21 from India, 10 from U.K.
- Mobile devices still not used much (167 visits with Apple iPad, 55 with Apple iPhone, 118 from all other mobile devices)
- 51% of site visits have been to employment/career pages.

E-mail List

- I added 6 members to the SLA-CMI list in the 3rd quarter (2 in July, 4 in September)
- 315 "normal" members are on the e-mail list. [The list I have also includes members who have unsubscribed and e-mail addresses that have been "held" because messages have bounced back too many times.]
- 20 messages went out to the list in the 3rd quarter, with about a 96% success rate.

## **8. Meeting Close**

Breezy moved that the meeting be closed and Bryce motioned, Jennifer seconded. Breezy adjourned the meeting at 6:42 pm.

Submitted,  
Angela Jones, Secretary  
October 11, 2012