

**Media & Technology Section Business Meeting**  
**Wednesday, November 1, 2006**  
**WLA Annual Conference, Kalahari, Wisconsin Dells, WI**

**Present:** Terrie Howe, Stef Morrill, Joy Schwarz, Kathy Setter, Karla Smith, Lisa Strand, Nichole Fromm, Bob Bocher.

Chair Terrie Howe called the meeting to order at 7:35 am. She welcomed the new officers present.

1. Approval of October 12, 2006 board meeting minutes: Approved, Setter/Schwarz .
2. Welcome to new officers: done earlier.
3. Update on conference activities:
  - a. MATS is sponsoring 8 programs at the conference. We need more time to present the Webbies awards. Terrie will ask if they can be moved to the end of the keynote address. Terrie went over the other programs MATS is sponsoring and co-sponsoring.
  - b. Webbies awards: a proposal for award criteria was distributed. Categories discussed were: aesthetics, functionality, content, uniqueness and accessibility. Some discussion on what being accessible means.
4. WAPL conference planning: Nichole distributed a list of suggested topics and speakers. Programs need to be submitted by November 11. New technologies are always a pertinent topic; will ask MATS list for volunteers for a panel to work with Joy on a presentation. Will submit that along with Net Neutrality (Bob Bocher), MySpace and social networking sites (Cheryl Becker and Shawn Brommer) and Online Readers' Advisory (Cheryl Becker).
5. Blogging the conference: Joy reported on the 4 people who are blogging for MATS. There is a lot happening.
6. Ideas for sessions, pre-conference, speakers at next year's WLA conference: it would be good to have a pre-conference as it is a good money-maker for the unit. Suggestions: a presentation on gadgets; choosing and working with vendors; writing a technology plan; setting up a blog or wiki – hands on so persons could receive assistance. MATS would need a computer lab for this type of program.

A request for ideas and volunteers for a pre-conference will be sent to the MATS listserv.
7. MATS website: any suggestions for websites that should be added to the website?
8. Any other issues or concerns? Lisa Strand asked if MATS would be willing to advise the WLA board on the WLA website and products they are considering using for needs they have, such as online payments and online balloting, conference registration,

membership renewal forms. The WLA office is concerned about the database and privacy issues. They would like a pool of MATS members to help evaluate programs/packages under consideration. Hope to have a trial run with top vendors at WAAL and WAPL.

Question on how the unit makes money: program fees for pre-conference and a portion of WAPL conference fees, which is based on the number of MATS members. WLA conference budget pays for speakers at the WLA conference. The Media & Technology Section (MATS) funds speakers from its own budget for the WAPL conference.

Meeting adjourned at 8:23 am.

Minutes submitted by Kathy Setter