



#LoveOzYA Committee

Meeting Minutes

April 3, 2017

Opening

The regular meeting of the #LoveOzYA Committee was called to order at 8:00pm on April 3, 2017 via Skype by Michael Earp (Chair).

Present

Amanda Diaz (ACT), Michael Earp, (VIC), Kevin Lee (VIC), Nicola Santilli (NSW) and Jess Walton (VIC).

Approval of Agenda

The agenda was unanimously approved as distributed.

Approval of Minutes

Minutes of last meeting had been approved via email and posted online.

Open Issues

New members on committee:

The ongoing discussion and fulfilment of the two remaining places on the committee were once again discussed. Consideration of diversity was at the forefront of the discussion as was the need for representation from states not currently represented.

Remaining money:

The sum of \$270 remains from funds offered by Melbourne City of Literature. As with the previous meeting, possible ways of spending the money were discussed, including: sponsored advertising on social media, print advertising in Magpies magazine (or similar). No final decisions were made as with other committee commitments, members didn't have time to pursue these options. Michael has run a 'test' ad on Facebook, selecting the cheapest option (\$1 a day for 30 days) to see how such a way of spending money would function and potentially yield results (currently ongoing).

#LoveOzYA awareness and engagement:

With the goal to raise awareness and engagement we discussed the current use of social media and potentially exploring others. In particular, original content for Instagram was seen as needed. The idea of inviting community members (particularly those already on Instagram) to submit 5 set themes that we can post on our account in a 'Takeover' style series. The mechanics of this will be discussed further.

Some social media platforms that we are not currently on were discussed (Snapchat,

Youtube) but it was agreed that we should focus on finessing those that we are already on first, rather than half-heartedly be on everything.

We agreed that we need a document that covers social media guidelines for the committee. This will be drafted before our next meeting.

CYL:

The copy to provide CYL for inclusion in their newsletter to be finalised and sent.

Funds:

We again touched on crowdfunding as a potential means for ongoing sustainability particularly for website costs, but also as possible way to produce physical resources (bookmarks, stickers, badges etc.) to distribute to schools, libraries, bookstores and other interested parties. This will need to be costed, and the different platforms be investigated. We also need to be aware that a crowdfunding campaign is a significant time commitment, both in the preparation for it, during its running, and fulfilment/sending out of the 'swag'.

ABC Radio – OzYAY:

The content and style of the first two ABC Radio OzYAY radio segments were discussed.

Original Content for website/blog:

Finding more original, sharable content for our website was discussed with many great ideas on how to approach it. Commentary pieces like the one by Steph Bowe which went online on the 3rd of April are fantastic, it has been getting a great response. Other ideas suggested were series posts ('LoveOzYA Spotlight', and 'OzYA in the USA') as well as template questions which could be sent to Authors to fill out. This can all be put on a newly added 'Blog' tag on the website and be added to, and maintained by committee members.

New Business

Volunteers:

The topic of Non-committee volunteers was discussed. But it was felt that outside of 'spreading the love' through individual's social networks, there was little to do that the committee couldn't do themselves.

#AusQueerYA website:

Michael has been planning on turning his #AusQueerYA tumblr into a website to make it a more functional and reliable resource for readers looking for an extensive list of Australian YA with queer content or characters. He has been approached by Jenny Pausacker and her partner to work together in this process, applying for a Linkage Project

funding in order to not only get the website built, but also have it house digitized versions of out of print books so that a wider range of these titles are available for readers. In order to do this, an organisation needs to be partnered on the application. The committee unanimously agreed that #LoveOzYA would be the perfect group to put their name against such a project as it seeks to further the profile of Australian YA. Further, it might encourage other focus areas to create similar collections for us to support and celebrate.

Giveaway to gain subscribers:

It was discussed that a giveaway of some description may be a good way to encourage people to subscribe to the newsletter, but the mechanics of such a giveaway need to be worked out.

ABN/Finances:

The question was raised if #LoveOzYA needs an ABN. This will be investigated.

Newsletter:

The newsletter will contain highlights from the blog going forward.

Website:

The website homepage graphic will be updated.

Adjournment

Meeting was adjourned at 9:25pm by Michael Earp (Chair). The next general meeting will be in roughly a month's time on a date to be confirmed by consensus.

Minutes submitted by: Michael Earp

Approved by: Amanda Diaz, Michael Earp, Kevin Lee, Nicola Santilli and Jess Walton