



#LoveOzYA Committee

Meeting Minutes

May 11, 2017

Opening

The regular meeting of the #LoveOzYA Committee was called to order at 8:00pm on May 11, 2017 via Skype by Michael Earp (Chair).

Present

Amanda Diaz (ACT), Michael Earp, (VIC), Kevin Lee (VIC), Rhianna Patrick (QLD) 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:

We welcomed Rhianna Patrick to the committee, excited for her to be able to contribute her knowledge of the media industry, as well as her personal perspective. The ongoing discussion and fulfilment of the remaining place on the committee was 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. Following from the last Meeting, and the poor results of a test ad on Facebook, we decided that this would not be an effective way to spend this money. As with the previous meeting, possible ways of spending the money were discussed, including, print advertising in Magpies magazine (or similar).

Facebook:

Facebook have recently changed things so that you can invite other 'Pages' to 'Co-host' events. This is just an additional opportunity for events being held all over the country to gain exposure. We will create a graphic and do a Facebook post, letting people know they can do this, if they weren't already aware.

#LoveOzYA awareness and engagement:

The Instagram 'Takeover' posts are nearly ready to be implemented. Final mechanics are

just being ironed out.

The guidelines for social media document for committee members first draft is nearly ready. After the entire committee has provided feedback and it has been finalised, it can be put on the website for transparency.

Funds:

We once again touched on crowdfunding as a potential means for ongoing sustainability particularly for website costs, but also as a possible way to produce physical resources (bookmarks, stickers, badges etc.) to distribute to schools, libraries, bookstores and other interested parties. The enthusiasm of the committee for this 'swag' is high. This will need to be costed (printing/production/postage), 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'.

Original Content for website/blog:

Finding more original, sharable content for our website was discussed with many great ideas on how to approach it. Series posts ('LoveOzYA Spotlight', and 'OzYA in the USA') as well as template questions which could be sent to Authors to fill out are in the works. For the Spotlight series, it was suggested that getting a Library service with a great initiative would be worthwhile. Another idea was to have a series of reflective posts/interviews with individuals to think on an Australian YA title they read as a teenager. This would be interesting as responses from a variety of ages would highlight books from different decades.

Survey:

We discussed putting together a survey to try and determine a cross-section of the reading habits of the #LoveOzYA community. (Eg. How do people find/acquire new books, what they would like to see more of etc.) Potentially we could approach publishers to donate books which could be used as a giveaway incentive for people to complete the survey. Also, it could be used as a tool to gather new subscribers for our monthly newsletter.

ABN:

We decided that at this stage of #LoveOzYA's (long and fruitful) life, that an ABN was not necessary for how we currently function. But we are aware that we are eligible for one should we need to in the future depending on how we develop and what kinds of monetary business we conduct.

New Business

Aussie YA bloggers:

We were approached by the Aussie YA bloggers group who suggested working together.

The ways in which the committee thought this would work were discussed and we'll be in touch with them to talk about it further.

Committee profiles:

We will add brief bios for the committee members on the website, to help improve transparency.

Adjournment

Meeting was adjourned at 9:07pm 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, Rhianna Patrick, Nicola Santilli and Jess Walton