

Treasurer's Annual Report: 2010-2011

By Christine Middlemass.

BCLA entered 2010 in an improved financial position over 2009, in no small part due to the work of the previous Board to proactively reduce expenses. However, the Association still faced significant changes to the financial structure. In November of 2010 we developed a second conservative budget for 2011, anticipating the need to draw from reserves. We confirmed that we would continue with a reduced schedule for the Executive Director for 2011, while the Conference Coordinator position ceases after work on the 2011 Conference is complete, to be reviewed for the 2012 Conference.

The good news is that in 2010 we achieved a positive balance of \$11,530 where we had prepared for a deficit of \$35,921. In 2008 our reserve fund balance was \$205,000, in 2009, \$185,983 and in 2010, \$197,513. So while we have not fully recovered we made some gains in 2010.

Priority: Increasing revenue

In January 2011 we notified the membership that 2011 and 2012 revenue would reduce significantly as PLSB project revenue transitions to the new BC Libraries Cooperative. Working with the Task Force on Strategic Sustainability, we have developed options for consideration for 2012 budget planning that assume a 30% reduction in revenue. The results of the recent survey of members and non-members will help guide the next Board in identifying our core member priorities and services, and flowing from that, our financial structure.

Increasing revenue in 2011 and 2012 will be a priority for the Association. We will review institutional membership rates, work to increase the number of individual members, develop opportunities for

increased advertising and sponsorship revenue, and expand continuing education programs.

Likewise, we will be reviewing Association expenses. Significant reductions have been made in Committee, Executive and Liaison expenses over the last two years, and we will continue to show restraint in these areas. Professional fees for accounting services are relatively high now, but we expect these will reduce over time as we continue with the transition of PLSB funds to the BC Libraries Cooperative. Awards will need to break even through fundraising.

The annual Conference presents our best opportunity to increase revenue, but also our greatest expense. Staffing will be another area of difficult decisions, as we look at what services we can reasonably continue and what staffing will be needed.

Future holds opportunities

For 2011, we are confident we have a workable budget that will give us time to plan for the very real changes for 2012. I don't want to fall back on the old lemons and lemonade adage, but we have an opportunity to refocus our efforts on what is meaningful for members and the library community.

In closing, I want to add that through all these difficult planning sessions, Allie, Alane, Errin and Rita have been full participants. It is never easy to remain objective when your livelihood is affected, and their professionalism and commitment to the ongoing success of the Association has been an inspiration.

Christine Middlemass is the BCLA Treasurer.