

Minnesota Library Association

Board Meeting Minutes

Friday, June 20

10:00 AM – 12:00 PM

MELSA

1619 Dayton Avenue, Suite 320

St. Paul, MN 55104-6276

Present: *In person:* Jayne Blodgett, Jennifer Hootman, Carla Lydon, Kristen Mastel, Michele McGraw, Carla Powers, Michael Scott, Maggie Snow, Amy Springer, Claire Wilson

By phone: Jim Weikum

Guests: None

Absent: Nick Dimassis, Judy Schotzko

CALL TO ORDER: McGraw called the meeting to order at 10:00 a.m.

- **Welcome and Introductions**

- **Approval of consent agenda**

- Board meeting agenda
- May minutes
- President's Report
- President-Elect Report
- Intellectual Freedom Report
- Executive Director Report
- Management-HQ Quarterly Report

Motion by Scott, seconded by Blodgett, to approve consent agenda as presented.

Motion carried unanimously.

- **Approval of financials**

Hootman presented the April financial report. Total assets: \$183,146; year-to-date revenue: \$43,818; year-to-date costs of sales: \$3,407; April's expenses: \$12,837; year-to-date net loss \$14,587. The 2014 annual budget projects loss of \$44,692 at year end. Blodgett asked about registrations for ARLD Day. They will show up in May's report at the next meeting.

Motion by Hootman, seconded by Scott, to approve the financial report as presented.

Motion carried unanimously.

- **Auditor's report:** Eric Haukkala from Thomas Lewis & Associates reviewed his firm's audit of the association's financials as of December 31, 2013. The firm gave the association an unqualified opinion, which is the highest assurance. Only 2013 was audited; 2012 figures came from that year's 990 and were not audited. Eric reviewed the report in detail.

McGraw noted that in 2013 MLA was paying the lobbyist, and partners were not being invoiced by Ampere. MHQ is going back to see who still needs to be billed for 2013. By the end of August when the contract is up, all of the money should be received. Mastel pointed out that the option to donate to the advocacy fund used to be part of the membership renewal process but has dropped off. Board agreed that it needs to be added back again.

Motion by Hootman, seconded by Mastel, to approve the audit. Motion carried unanimously.

- **Educating & activating a library support network**
 - **Legislative Update:** Weikum shared the contents of an email regarding the “Library and Service Delivery Consultation” group being formed by State Library Services. The makeup of this group and process for appointing members seems to have changed substantially since a task force was first discussed. Weikum is asking for clarification on who is named in the legislation. McGraw noted that regardless of whether or not MLA is named, the board should inform membership about the opportunity to apply. Weikum pointed out that if MLA is obligated to nominate someone to the committee, the nomination will be due before the next board meeting. Elaine Keefe reported on May 13 that additional funding was appropriated for the Cosmos library, which is in a shared municipal building. The appropriation does not affect the total for Library Construction Grants. Weikum said that Keefe may still be working on a session wrap-up, and he will follow up with her.
 - **eBook Summit:** McGraw reported that there has been a request for MLA to be one of the sponsors of this event. The program consists of five webinars and an in-person summit in August. Several organizations are sponsoring, and there is no cost. There will be an eBook Summit breakout session at conference. Sponsorship was approved by unanimous consent.
 - **Project updates:**
 - Connect with Legislative chairs: No update.
 - Legislative Forum Update: The Legislative Forum is scheduled for July 8, and 21 have signed up so far. Wilson will send out a reminder.
 - Legislative Survey Update: Wilson has been working with Pat Conley on a survey to follow up on some of the issues raised in strategic planning. So far 16 people have filled it out. Wilson will send out a reminder on this as well.

- **Strengthening our organization**
 - **Functionality of YourMembership Website:** Wilson gave an overview of the website. One of the features is a private page for board members. Members can message or email each other and upload content to resource manager. Forums can be used as an alternative to a listserv. There is an option for blogs and photos for individual groups. Website functionality and features will be a topic at the Subunit Summit later in the summer. McGraw mentioned receiving questions from a member on the personal profile information. Wilson replied that any of these options can be removed if they are not needed. McGraw will find out from the membership committee what information is useful. In the meantime, it is not necessary to answer these questions in order to become a member. There was discussion about whether members should be allowed to join and leave subunits anytime during the year or only when they join or renew their membership. McGraw suggested that usability testing be done on the new website. Springer asked about RoundUp, which currently is not being sent out. McGraw is following up with Jodi Wurl. Wilson requested information from the Membership Committee on homepage criteria.
 - **Project updates**
 - Financial data: Wilson, Hootman, McGraw and Powers held a conference call on this topic. Wilson is going to follow up by asking other organizations how they do their budget, and finding out best practices around the level of budgeting required for very small items/subunits.
 - Membership data: Another group looked at similar questions for membership. This group will find out how other library organizations

collect data and how many potential MLA members are working in libraries statewide. Snow and Mastel are coming up with questions to ask other organizations.

- Subunit funding: The new model for subunit funding will be evaluated at the end of this year.
- **Engaging our members**
 - **Conference update**: Snow reported that keynote speakers are lined up, conference sessions have been approved, and final descriptions are coming in. Exhibits and sponsorships are coming in slowly, but organizers expect big push closer to conference. The statewide One Book project for children will kick off at conference.
 - **Project updates**
 - Online Forums: No update
 - Volunteer job descriptions: Still being worked on.
- **Developing and equipping our leaders**
 - **Project updates**
 - Job descriptions: Snow and Springer have been working on board job descriptions, matching up bylaws and policy manuals to develop them. There was discussion about what level of detail should be in the bylaws vs. the policy document. Consensus was that more detailed information should be included in the policies, and the bylaws should remain more broad. Snow and Springer will come up with a template to use for all job descriptions and submit updates at the next meeting. They asked for feedback from current officers on their job descriptions as revised.
 - Online meetings: No update.
- **Next steps for strategic plan**

ADJOURNMENT: The meeting adjourned at 11:45 with an option for small groups to work together on strategic planning projects.

Next meeting: Friday, July 18, 2014 10 a.m. to noon at MELSA.