



**MINNESOTA LIBRARY
ASSOCIATION**

Minnesota Library Association

Board Meeting Agenda

Friday, April 17, 2015

10:00 AM – 12:00 PM

Present: Pat Conley, Robin Ewing, Jennifer Hootman, Carla Lydon, Michele McGraw, Laura Morlock, Tammy Schoenberg, Maggie Snow, Margaret Stone, and Amy Wilde. Via phone: Stephanie Hall

Absent: Dan Reeves and Maureen Gormley

CALL TO ORDER: Maggie Snow called the meeting to order at 10:02am

Welcome and Introductions

Approval of Consent Agenda

- o Board Meeting Agenda
- o March Minutes
- o Reports

Motion by Hall to approve the consent agenda. Seconded by Stone. Motion carried unanimously.

Approval of financials (Hootman)

Total Assets: \$187,288

Revenue YTD: \$55,035

Costs of sales YTD: \$807

Monthly Expenses for March: \$12,424

Showing YTD Net Income/(Loss): \$19,112 (net gain)

2015 annual budget projected Net (Loss) of (\$50,205) at year end.

Motion to approve the joint March financial report by Stone and seconded by Conley. Motion carried unanimously.

Engaging our members

- o 2015 Conference Update (Snow, Stone, McGraw)

The session proposals call went out. Submissions are coming in. On May 8 is the meeting for the conference program planning committee. There are 9 proposals so far. Get letters out to exhibitors.

There was a question: Has PLD sponsored a session in the past? MLA used to do that but not anymore. DORT has submitted a proposal the past two years, but there is no guarantee for acceptance. Does the Legislative Committee have a reserved session spot? Yes.

Note: NerdCon is coming in to town the same Friday and Saturday. Competition for MLA. They will be in Minneapolis and anticipate 3000 attendees. MLA has extended an invitation to collaborate with

NerdCon. They don't have an agenda posted yet. Could we share authors? This is their first NerdCon conference. They are charging \$200 for the full conference.

Conference fees. It was proposed to set a goal of a net profit of a minimum of 5% increase for revenue from the conference. Leave pricing the same this year for members (early bird rate for members stays at \$175) but increase non-member rate by 50%. As an incentive to become a member and to promote the value of membership and of the sessions.

o Project Updates (Hall, Reeves, Stone, Snow)

- PLD Day: it is all ready to go. 61 people are signed up. Expecting walk-ins too. Great speakers. Catering is done. Programs printed.
 - ARLD Day: focused on open source. 130 registered. Ready to go as well. ARLD has used the Arboretum since 2004. Their pricing is very reasonable.
 - MILE: good to go. Budget is on track. One mentor dropped out.
 - Digital History: chaired by Sara Ring from Minitex. Met last Wednesday at the Minnesota Historical Society in the archives. MLA has 20 boxes of items there. The committee is checking on what we want to digitize. Sara will work up a draft of the application for the Executive Board to sign off on, to be a part of the MN Digitization Project. This will be searchable and open to the public. Great documents there, like a series of radio scripts from the 40's (Jody Wurl wants to do reenactments) and old conference brochures, etc. Five people are on the project.
 - 125th Celebration: Lots of enthusiasms. Came up with outline. At MLA Conference 2015 we'll have enticements. There will be historical photos for recreating them. There was a musical idea. We'll have a hashtag to promote the celebration. During National Library week we'll have a celebration day that mimics National Night Out. The focus is on MLA History not just Minnesota Libraries. We'll have lists of 125 things and a historical honorarium of people. At the 2016 conference there will be a sponsored celebration and luncheon. Right now, there is no assigned budget. The Committee is coming back to the next meeting with budget ideas in June. Get Lynn Bartalemeo on tape. Spice up and increase the Wikipedia entry for MLA. And have trivia ideas in the RoundUp.
 - MLA 2014 Encore Presentations: next week is the last one. They have been fairly well attended.
- Also:
- RART registration is still open for Saturday, May 2.
 - Instruction RT registration is now open with Char Booth. June 4 from 12-4pm.

Strengthening our organization

o MHQ Updates (Schoenberg): working on Spring events. There were duplicates in the database; they are working on cleaning it up; as well as a budget clean up.

o Event Funding proposal (Executive Committee): there was an event funding proposal brought up last month with a spirited discussion at the Legislative Forum. A bigger discussion needs to take place. And put in place something for the subunits. There is language in the Policy Manual; this was missed in the Orientation training. Open for input.

o Policy/Procedure manual (Morlock): Maggie and Laura will continue working on this. Robin will send us the working document they worked on it. The document will be revised, updated and completed.

o MLA Website information; should items be locked down, like logos. Margaret and Tammy will continue to work on this. It was suggested that the Board and meeting minutes should be public; if the meetings are open to the public then the minutes should be too. Public attendance should be open. The website is also a recruitment and networking tool. Have an option for members to choose if they want their information to be made public.

- o Nominations Committee: will meet next week for the first meeting. Have correct list of positions for Nominating Committee: ALA Chapter Councilor; Intellectual Freedom Chair (1yr); Treasurer; President Elect; Legislative Chair; and Member at Large (2yr). Look at other organizations (Wisconsin and ALA) to see if they mostly have two year terms. There is a learning curve. Division leaders are one term. But three year commitments are hard to do. Which would serve the MLA organization better? MLTA is already a two year term. The PLD Chair position should be a two year term. This would require a by-law change. We'll start the conversation at the next meeting in May.

Educating & activating a library support network

o Legislative Platform (Conley): 1. Redo contract by August 2016. Have to think of a timeline. Used to have an active committee of the four partners; not happening now. Contract is for lobbying purposes now; could be modified and include cost sharing for Legislative Day. MLA does absorb costs for the contract. Pat will draft a timeline so we can have a lobbyist in place by August 2016. The next Legislative session will be short (four weeks long). 2. Updates from Elaine. We may not get as much as we want from Legacy funds. \$4 mil/biennium. Legacy funding will be for the Capitol. Increase RSBSS and Equity aid and broadband. Doing good. 3. National Library Legislative Day. Three people are going; the number of attendees is going down. It was suggested as an alternative that members can meet their representatives at home in Minnesota. Have more grassroots level meetings with handouts. The information will be posted on the website. There is nothing time sensitive that limits having these meetings only in May, except for coordinating with the national organization. ALA makes material available for this.

o CYP Unconference (Snow): Gretchen Wronka will speak to the group. [MnAEYC-MnSACA](#) had resources from their recent conference for an organization that does the same sort of work with children.

Developing and equipping our leaders

o Organization Chart – MILE (Stone, Reeves, Ewing): Margaret and Robin have met. They want to put a survey to members to address the need of: "How do I make myself into a leader?" There is a steep learning curve for MILE planning. We want more continuing education on leadership development which is more hands on, but it doesn't fit in with any current subunits or division structure. They are still working on this. Margaret belonged to a Continuing Education Committee in Maryland. We don't have this with MLA. Have PLD and/or ARLD co-sponsor a workshop on leadership development for mid-career leaders. RART and IRT do continuing education work. MILE is a forerunner of this; it now has a place. Robin would like to create an "infographics" continuing education day; and Michele has had a "design" preconference day idea. They are looking at current continuing education ideas, like WebJunction. Is there interest? There is a lot of competition. From the MLA Strategic Planning, there were a lot groups doing continuing Education already. ALA President, Courtney Young, has/had an initiative for training in each state. Per Tammy, her previous organizations had a Conference Committee and an Education Committee (who focused on continuing education and leadership).

Motion proposed, to appoint a person to create a task force to bring back a recommendation to the Board a structure for "learning and development," by Pat and seconded by Michele. The person will create a task force for developing an infrastructure for this with reps from the other MLA subunits. Maggie will appoint this person. There should be 3-5 members on the task force. This should be organized by the Board meeting in November. Motion carried unanimously.

Other

- New room policy. No food and drinks used from the MELSA room. Let them know when we leave the room.
- There is an e-Book initiative pilot project. Creating some structures with cross representatives. Can this be added to the conference? It grew out of the e-Book webinar summits from last year. Questions or comments can be sent to Valerie Horton, Minitex Director.

Motion to Adjourn 11:36am by Pat and seconded by Margaret. So moved.