



MINNESOTA LIBRARY
ASSOCIATION

Minnesota Library Association

Board Meeting Agenda

Friday, February 17, 2017

10:00 AM – 12:00 PM

Present: Kate Anderson (Treasurer), Jami Trenam (Legislative Committee Chair), Sarah Hawkins (Secretary), Stacey Hendren (PLD Chair), Deborah Bifulk (Member at Large), Tammy Schoenberg (Executive Director), Margaret Stone (Past President), Amy Boese (President), Ryan McCormick (President Elect) Jodi Grebinoski (ARLD Chair), Megan Kocher (Intellectual Freedom Committee Chair), Sara Ring (MLA/ALA Chapter Councilor), Sara Zettervall (Communications Committee Chair), Monica Stratton (CYP Chair), Ann Wahlstrom (MLA's representative to Maud Hart Lovelace awards) (15)

Remote attendance: Jim Weygand (MLTA Chair)

The meeting was called to order by Boese at 9:59 am.

Welcome and Introductions

Approval of Consent Agenda (Boese)

- Board Meeting Agenda
- January Minutes
- Reports

Bifulk moved to approve the consent agenda. Anderson seconded. All were in favor and the motion was approved.

Approval of Financials (Anderson)

January financials included in the meeting packet.

1. Total Assets: \$188,586.03
2. Total Revenue YTD: \$ 32,788.51
3. Total Cost of Sales YTD: \$ 300
4. Monthly Expenses for January: \$ 12,793.77
5. Showing YTD Net Income/(Loss): \$19,694.74

Anderson moved to accept the January financials. Kocher seconded. All were in favor and the motion was approved.

Possible Non-Dues Revenue Source (Schoenberg)

Schoenberg introduced the possibility of a Career Center & Job Board for the MLA website through YourMembership at a cost of \$500/month. YM would collect the fees for posting jobs. In return, MLA gets share of ads that are purchased for the site. MLA can retain the fee structure currently in place, where MLA members can post jobs for free and non-members' fee is \$100 (minimum per YM). Schoenberg predicts that we would initially see a decrease in revenue, but that it would soon level out. Boese raised the question of competing with Metronet job line. Bifulk raised the question of veto power over ads and whether the ads would be library-related. Hendren commented on the additional features, including resume critiques. The board discussed these potentials, and requested that Schoenberg schedule a presentation by YourMembership, at next meeting, if possible.

Engaging Our Members

Maud Hart Lovelace Awards (Wahlstrom)

Wahlstrom reported that Dana Weigman is the new MLA representative to the Maud Hart Lovelace Selection committee, which is a 3 year rotating position. The last nominations committee meeting was on February 4th for the 2017-2018 awards year. The committee selected 10 titles from each division (down from 12 previously), including 4 cross-overs titles. Cross-over titles are those that appear on both lists, Division I for grades 3-5 and Division II for grades 6-8. The titles will be revealed on April 22nd (Maud Hart Lovelace's birthday) at Red Balloon Bookstore. The committee is looking for title nominations from librarians and patrons; criteria are listed on the website. Weigman should be MLA liaison at MYRA, encouraging school librarians to join MLA. Hendren suggested that MLA could support MYRA by offering GoToMeeting, to allow for remote attendance and encourage involvement. Stratton recommended that Weigman should report to the board once titles are released or during the school year to discuss partnerships.

CYP Update (Stratton)

Though the CYP chair is a 1 year term, Stratton is in her 2nd year as chair, because there were no volunteers for this year. Teens and school librarians are underrepresented in CYP's 107 members. The CYP Unconference will be held in Lakeville on March 24th. The hope is that the event being held on the southern edge of the Twin Cities will encourage out-state librarians to travel in. The unconference will have two parts. The morning session will focus on baby storytime: a clinical psychologist from Children's Hospital will talk about brain development and a panel of 5 librarians will discuss best practice. The afternoon session will focus on best practices in library service to immigrant families. Stratton is considering offering a half-day option, to encourage school and teen librarians to come to afternoon session; she will work with Schoenberg on this. Boese suggested connecting with Nicole Miller of the Continuing Education Committee to broaden CYP membership beyond the metro.

Web Team Results (Stone)

Stone reported on the web team results, set up during her term as president. The web team had three members, which ran a survey before meeting Boese and Stone to give insights. Some of their recommendations are quick fixes that Schoenberg can implement pretty quickly. The average time people spend on the MLA website is 107 seconds. Most people go to the website just sign up for conference. The team raised some larger questions going forward: what do we want website to be for? We also need someone to maintain website to go forward; if we want that to be Schoenberg, we will need to change the contract with MHQ. Schoenberg would like to change RoundUp so that blurbs in the email point to News section on website. Particularly if this were implemented, Ring raised the question of archiving; Grebinoski said that a workflow would need to be set up to move content to digital repository. Ring will ask other ALA Chapter Councilors how and if other associations are doing this.

Hendren recommended asking St. Kate's students in Information Architecture courses to take this on as a project. Stone proposed prioritizing quick fixes from Web Team, and the board agreed.

Strengthening Our Organization

MHQ Update (Schoenberg)

See Possible Non-Dues Revenue Source

Membership (Bifulk)

Bifulk reported that the committee had a conference call yesterday to discuss issues of declining membership, among other things. Membership has declined 130 people from 1 year previous. Most of the members lost in January 2017 were trustees. The committee is working on draft to send to regional public library systems with call for members within the region to act as liaison, answering questions and advocating within their region. Regarding student memberships, the committee plans to provide info to distance learning schools about MLA/ALA joint memberships available to MN residents. The Lake Superior Symposium is February 27th (February event). ARLD will host a Happy Hour in March after LibTech (March event). Other events are in discussion, including a CYP Happy Hour in April and a PLD event in May, both as follow-ups or continuing conversation about what was learned at the CYP Unconference and PLD Day. The presidential trio will approve these events. Intellectual Freedom Committee will do something later in the year.

MLA Digital History Project Committee Report (Ring)

Ring reported the committee is finished with digitization project that started in February 2015. The project contains 591 documents, over 5,000 pages. Ring introduced some potential future projects, including missing newsletters, post 2005 content, and photographs. Hendren recommended crowdsourcing the metadata, for example by putting pictures out on table at conference or posting on MLA's Facebook. Ring also asked if MLA wants to retain a copy of the master digital files. After a larger discussion of preservation, it was decided that for now, MLA would like to the digital files to be stored at MHQ.

Sponsor Request Language (Stone)

Stone shared a draft of the Sponsor Request Language. Anderson recommended adding a question about the frequency of event. Schoenberg recommended adding who the decision makers will be. Hawkins recommended a request form, with the board preferring submission of the form at least three months out from the event. Hendren raised the question of in-kind sponsorships. Anderson asked about wanting groups to appear before board for more info; the board determined it should be up to us if we want them to appear, but the form should ask if the requestors are willing. Stone will make suggested changes and bring to the next meeting.

Educating & Activating a Library Support Network

Legislative Day (Trenam)

Trenam reported that she is finalizing Talking Points for Legislative Day, 5 days away. Posting the talking points on Google Docs not well received; they are also now on the MLA website. After the bill numbers were released yesterday, Stone suggested that they be put into Engage. This is the first time platform has photos. Boese raised the question of GoToMeeting for briefings. While not possible for this Legislative Day with the quick turnaround, Trenam noted the request for next year. Sam Walseth, MLA Lobbyist, has raised the question of the Legislative Chair position following whole biennium. Trenam recognizes the value of this recommendation, as she just now feels she has a full grasp on the scope, as her time wraps up, as well as for building relationships with legislators.

Chapter Councilor ALA Midwinter Report (Ring)

Tabled until next meeting.

Minnesota HF 41 (Boese)

Boese brought attention to bill HF 41, similar to the North Carolina bathroom bill, which was also previously introduced and died. At Walseth's recommendation, at this time, MLA will not respond, but will if Walseth feels the bill is going somewhere.

NLLM 2017 Contribution (Boese)

Boese introduced the proposal to sponsor ALA at the \$150 level to support National Legislative Day activities. Hendren moved to accept the proposal. Trenam seconded. All were in favor and the motion was approved.

Developing and Equipping Our Leaders

Boese tried and will keep reaching out to Nhia Lo from Minitex to meet and discuss diversity issues.

Other

Weygand reported that MLTA and MALF have a goal to merge.

MILE applicants have been finalized. Mentorship committee is working on mentor/mentee partnerships and confirming mentors.

PLD plans are moving along well.

Instruction Roundtable put in request yesterday for Pre-Conference for ARLD Day on working with ACRL framework. They are not asking for funding. Stone motioned to accept subunit proposal. Jodi seconded. All were in favor and the motion was approved.

ARLD received permission to video the keynote address at ARLD Day, which will be posted on Google Drive and linked from the webinar page.

Adjourn

Stone moved to adjourn the meeting at 12:17pm. Hendren seconded. All were in favor and the motion was approved.

Next meeting: March 17th, 2017 from 10am to noon at MELSA.