



MINNESOTA LIBRARY
ASSOCIATION

Minnesota Library Association

Board Meeting Agenda

September 15, 2017

10:00 AM – 12:00 PM

Welcome and Introductions

Present: Sarah Hawkins (Secretary), Tammy Schoenberg (Executive Director), Margaret Stone (Past President), Jim Weygand (MLTA Chair), Deborah Bifulk (Member at Large) Ryan McCormick (President Elect), Amy Boese (President), Sara Zettervall (Communications Committee Chair), Megan Kocher (Intellectual Freedom Committee Chair), Kate Anderson (Treasurer), Jodi Grebinoski (ARLD Chair), Ann Walker Smalley (Legislative Chair Elect), Ken Behringer (CRPSLA liaison)

Remote: Jami Trenam (Legislative Chair), Stacey Hendren (PLD Chair)

Absent: Sara Ring (MLA/ALA Chapter Councilor)

The meeting was called to order by Boese at 10:00 am.

Approval of Consent Agenda

- Board Meeting Agenda
- August Minutes
- Reports

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

Approval of Financials (Anderson)

1. **Total Assets:** \$250,153
2. **Total Revenue YTD:** \$219,639
3. **Total Cost of Sales YTD:** \$32,035
4. **Monthly Expenses for August:** \$12,148
5. **Showing YTD Net Income/(Loss):** \$81,835 net gain
 - a. The 2017 annual budget projects a net loss of \$9,390 at year end.

The financials show a high revenue increase from last month due to membership dues and conference registrations. Anderson is looking to schedule 2018 budget meetings in late September or right after MLA conference.

Stone moved to approve the financials as presented. McCormick seconded. All were in favor and the motion was approved.

Engaging our members

2017 Conference Update (Boese, Stone, McCormick)

There are 421 conference registrations as of today; Committee budgeted for 430. Attendance was 459 at 2016 Annual in Duluth. The program booklet is being proofed. Past Presidents will have tables designated at Thursday's lunch. Schoenberg sent out a request for memorials via email list. Behringer will present an amendment in memorial of Bob Rohlf at the business meeting. All contracts are signed. 55 t-shirts have been pre-purchased; we've already broken even on that cost.

PLD Dine Around Proposal (Hendren)

Hendren presented the PLD proposal to buy appetizers for the PLD Dine Around at The Loop, up to \$200.

Kocher moved to approve the PLD request for funds as presented. Grebinoski seconded. All were in favor and the motion was approved.

Legislative Platform (Walker Smalley)

Walker Smalley reported the significant change on this year's platform is supporting Mary Kunesh-Podein's bill to create a media specialist grant pool. Kunesh-Podein, also a media specialist, is hoping to have the bill introduced this year; it is not expected to be enacted this year, but to plant the seeds. In this traditional bonding year of the biennium, it is still open for question if there will be a bonding bill, because we received bonding money last year. A new statement of support on the platform is the support of increased funding for Local Government Aid (LGA) and County Program Aid (CPA). Walker Smalley will take the platform to MLA and ITEM membership meetings for approval. Then, the platform will come back to each board for formal acceptance. Walker Smalley reminds the board there is always potential for changes; we pass the platform in concept, but it is always in flux due to legislative change. Library Legislative Day is March 6th at the Capitol. The first Legislative Working (LegWork) Committee meeting will be next Wednesday; the committee has 15 members. Walker Smalley is working on setting up informational advocacy webinars. There will be no October Wednesday morning meeting.

Strengthening our organization

MHQ Update (Schoenberg)

Schoenberg reported she has been focusing on conference preparation, as well as board elections for MLA and ARLD. Boese signed off on the final Form 990 today.

MHQ Quote for MLA brochure (Boese)

Boese shared a quote from MHQ for an MLA brochure. She believes the brochure is important to increase membership and awareness and encourage support for MLA membership from administrations, but maybe not the right time in a budget year when we are predicted to be short. Boese suggested rolling a brochure out as part of new strategic plan in 2018 and then initially distributing at 2018 conference. Stone believes the brochure will help clarify our message of why MLA is important and raise our visibility outside the library community. Stone proposed Boese email MHQ that the Board is interested, and would like to wrap the development into our strategic planning process next year.

Membership (Bifulk)

Bifulk reported that we saw an increase of 13 members this month, bringing the total to over 600. There were quite a few expiries, but many are names we recognize, so they likely will renew.

MLA Preservation Task Force (Ring)

Tabled until next meeting.

Educating & activating a library support network

Intellectual Freedom Committee Update – Al Franken's Press Conference on Net Neutrality (Kocher)

Kocher reported that she represented MLA at a press conference with Franken on net neutrality held at Minneapolis Central Library, after the FCC comment period ended for protections put in place in 2015. Stone had passed on the request from Franken's office to HCL. Franken reported 95% of comments received were in favor of net neutrality. Kocher felt it was a great opportunity, and was supported and prepared with resources from ALA. MPR and KARE 11 had stories about the press conference; Kocher will post news articles and transcripts on the Intellectual Freedom page. Walker Smalley suggested a concentrated letter writing campaign, for the board to consider for its upcoming strategic planning.

Developing and equipping our leaders

N/A

Other

State of our Chapter for ALA (Ring)

State of our Chapter is a formal request we receive from ALA every year. Schoenberg will fill in the details. Ring is asking for our help in answering what we do well and what did we not do well. At 2016 Conference new things we tried included: taking advantage of ALA resources at pre-conference with Jamie LaRue and Marci Merola, Libraries Transform picture frames, headshots, and taping two sessions. Most successful events at 2016 conference included: evening event at Glensheen which was a collaboration between the multi-type regions & UMD, keynotes Nina Simon and Bobbi Newman, and being represented in the local news. What we did well throughout the year included: MLA/ITEM working hard together to get big attendance at ESSA meetings; a successful RFP for MLA/ITEM lobbyist, and welcome and renewal emails from Membership Committee. Challenges include: external visibility, convincing young new professionals to enroll, reaching paraprofessional staff, lack of racial representation, and competition for conference attendance and membership. Hawkins will review 2016 minutes to see if there's anything we missed. The report is due Sept. 29th.

MLA/ITEM Joint Conference

ITEM members were interested in a joint conference; the ITEM Board was not interested. Boese believed it was both a financial and identify decision, but they are interested in partnering in other ways. Kocher requested MLA ask ITEM to have their conference at a different time, to avoid schedule conflicts. Walker Smalley suggested moving MLA's annual conference to spring.

2019 Conference

Schoenberg reported that she is looking for cost effective places in the Cities and asked if MLA would be open to a different pattern, because locations don't have a Thursday/Friday open. Schoenberg asked if we would be open to the new conference/event center at Mystic Lake. Another option is the DoubleTree Hotel in Bloomington. Grebinoski suggested a poll during the membership meeting regarding days. Schoenberg will get bids in, and let the sites know we are interested in days other than Thursday/Friday and setting up site visits.

MN Ranked Worst in Country for Racial Imbalance

Weygand asked if MLA is thinking about the issue and the leadership role libraries could take. Boese reported that we are working in various ways (committee, internship), but there is more work to do.

Nominating Committee

Walker Smalley commended the Nominating Committee for the slate of candidates for MLA Board.

Adjourn

Stone moved to adjourn at 11:36. Anderson seconded. All were in favor and the motion was approved.

Next meeting: October 20, 2017 from 10am to noon at MELSA.