

AzLA April 21, 2017 Board Meeting Minutes

Attendees:

Sandy Edwards
Erin Lorandos
Petra Pendroff
Bethany Wilson
Emily Scherrer
Rob Wilson
Rebecca Brendel
Gina Macaluso
LJ Blackburn
Aimee Fifarek
Debbie Hanson-Tripp
Dale Savage
Jenn Lopez
Kerrell McNeal

10:13AM Call to order – Sandy Edwards, President

Welcome and introductions - All

Presentation and Approval of January Meeting Minutes – Petra Pendroff, Secretary

Corrections:

Page 2 – Change audits to CPA Reviewed Statements

Page 4 – Change allbrdmbrrs to admin@azla.org

Page 5 – Typos: Change *them* to *theme* and *meeting* to *meetings*

Minutes approved as corrected.

Review of Financials – Debbie Hanson-Tripp, Association Manager, on behalf of Kathy Hellman, Treasurer

According to the March 31st balance sheet, current operating assets are at \$6,602.05. Money is going out, but there is no money coming in.

The reserves are gone. We had to split payments to Mesa. Discussed opening registration sooner.

Legislative Update – Kathy Husser, Legislative Committee Chair

National Library Legislative Day is May 1st and 2nd in Washington, D.C. Sandy Somers will be attending as the citizen advocate.

Hilary Fox is a representative for Gale/Cengage and will attend NLLD as a citizen advocate.

Senate goes into session on Monday, April 24th. We are going to work on Letters to the Senator.

State Librarian's Report – Sandy Edwards, President on behalf of Holly Henley, State Librarian

The Five-Year LSTA Plan evaluation was completed and submitted to IMLS.

The State Library Agency Survey has been completed and submitted. Public Library Statistics have been submitted for review.

Writing of the next Five-Year LSTA Plan is in progress using data from results of the current plan.

Mala Muralidharan is now the E-Rate Administrator.

ALA Update – Aimee Fifarek, ALA Councilor

ALA Council passed a resolution on gun violence.

There has been a debate over whether or not the next Executive Director should hold an MLS degree. ALA Council voted to require it.

MPLA Update – Dale Savage, MPLA Representative

MPLA is renaming the Unsung Hero Award in honor of Dan Chaney.

Voted to increase registration fees for 2018 MPLA Leadership Institute to \$650 for MPLA members and \$800 for non-members.

The next Leadership Institute will be in 2018, probably in May. Registration will be in the fall. It will be facilitated by Maureen Sullivan.

New Business

2017 YA Summit- Rob Wilson, YA Summit Co-Chair

Presented the official video of the 2017 YA Summit: <https://youtu.be/8PeeBolnfUc>
(Video made by Jeffrey Stoffer)

The conference was a success. There was a lot of great feedback from attendees.

Discussed the possibility of holding the conference every other year and doing the same with the e-Resources forum. The two conferences could alternate years.

Review 2017-2018 Proposed Budget – Sandy Edwards, President & Debbie Hanson-Tripp, Association Manager

Conference is projected to make \$21,000. Membership dues are expected to bring in \$28,150. Our commitments on a monthly basis are about \$5,000. \$48,000 of income comes from conference and membership dues. There is a \$60,000 cost for commitments and we are down \$12,000 already. There is a projected loss of \$18,000.

Revenue ideas:

- Memberships/ads from other schools, businesses, etc.
- Keep conference in Phoenix
- Maybe hold conference every other year.
- AASL Conference is two weeks after our conference, in Phoenix, so school librarians might end up going to that one if they can only attend one conference.
- Perhaps hand out awards every other year.

Motion to temporarily suspend review statement for this year to be submitted to membership.

Vote: Passed.

We will vote on the budget at the July meeting.

Proposal for Corporate Memberships – Sandy Edwards, President & Debbie Hanson-Tripp, Association Managers

Designed for companies and organizations that work closely with the library community.

Membership benefits:

- Access to the online membership directory.
- Business card as (192 x 336 pixels) in the AzLA newsletter, which is published 6 times a year.
- Exhibitor booths discounted at least 10% for the 2018 annual conference.
- Listing on the AzLA website as a corporate member, including a logo, company summary, and link to their website.
- Discounted advertising rates at the e-Resource conference.
- Lobbying and advocacy at the AZ and National levels.
- Receipt of all email correspondence sent to members.
- Discounted rate to sponsor statewide events.

Cost: \$275/year

Motion to approve the AzLA Corporate (Vendor) Member Benefits.

Vote: Passed.

Proposal for Advertising - Sandy Edwards, President & Debbie Hanson-Tripp, Association Managers

Ads are subject to editorial approval. Discussed the possibility of a selection committee to approve advertisements.

Motion to approve advertising rate proposal.

Vote: Passed.

An idea was proposed to have job listings on our website to generate revenue. There is a concern of managing it.

Ideas for Financial Sustainability Plan – Bethany Wilson

There should be transparency from the top down. People do not understand the money problems the organization is having. If they are paying to be a part of the organization, they have a right to know.

Committee for Fundraising – more people will want to get involved if they know of the money issue. There are people out there who don't know that they can get involved with AzLA. This is an opportunity for them.

Fundraising Teams:

- Regional chairs will run their areas, get volunteers, and hold their own fundraisers.
- Chairs will meet quarterly to discuss what they're working on.
- Each region operates independently and use the profit to help fund the next event.

Virtual Conference Possibility – Becky Brendel, Professional Development Committee

Proposed an all-day virtual conference to take place April 2018. Discussed a potential partnership with the State Library to use their webinar service. Reviewed the possibility of charging attendees in order to bring in revenue. The Professional Development Committee had originally proposed it as free, but opened up discussion to having a minimal charge. For example, an AzLA member would be charged \$30, and a non-member \$60. Perhaps if you paid to go to conference, you wouldn't have to pay for the virtual conference. The conference sessions could be archived for more value. The Professional Development Committee will look into these ideas more.

Historical Archive Project – Ann Leonard, Web & Social Networking Committee

The Web & Social Networking Committee is working with the State Library on this project to preserve the history of AzLA. They are spearheading this because the committee would like to have historical materials on the web.

2017 Annual Conference Update/Discussion - Bethany Wilson and Erin Lorandos, Co-Chairs

Keynote Speaker: Hildy Gottlieb - \$2500 honorarium

One Book, One Conference: Becky Masterman - \$100 honorarium

Contracts are in progress.

There were 30 proposals for conference the last time Bethany checked.

Changes for next year's conference:

1. Agreed to not have to separate due dates next year.
2. We will be sending out one survey, instead of two.

A rough draft of the schedule is up.

Kerrell McNeal:

There are 14 non-generating revenue booths. We need to get ideas going by early summer for next year's location. We also need to decide if we want the same schedule.

We lost sponsorship for the Librarian Support Staff scholarship.

Next meeting -Virtual Meeting, May 11th

Meeting adjourned: 2:35PM