

AzLA July 21, 2017 Meeting Minutes

Attendees:

Sandy Edwards
Kathy Hellman
Dale Savage
Becky Brendel
Kathy Husser
Amber Mathewson
Michael Schor
Erin Lorandos
Bethany Wilson
Holly Henley
Gina Macaluso
Debbie Hanson-Tripp
Kerrlita Westrick
Holly Henley
Michael Porter
Rob Wilson
Dana Shreve
Petra Pendroff

10:05 AM Call to Order – Sandy Edwards, President

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

One correction to change Debbie Hanson-Trip to Debbie Hanson-Tripp from the April 2017 minutes.

Minutes approved as corrected.

Review of Financials –Kathy Hellman, Treasurer

The Treasurer's Report and Financials were emailed to all board members on July 20, 2017.

We have nothing left in reserves to pull out. We are depending on the annual conference to make money.

We have contacted Mesa Convention Center and were able to divide two payments over two months into four payments over four months. There is no steady stream of income coming in. We need to work on getting revenue. Part of that includes working on advertisements on the website and vendor memberships. We need to start talking to vendors to see if we can get them to become a member of AzLA.

Concerning the subject of where we are losing money, Debbie explained that we did not lose money at the conference in Tucson. We made \$7-\$8K. We pay \$60k a year to cover committed expenses. Conference needs to make up that shortfall every year. It did not just start in Flagstaff. We lost money in Glendale a few years ago too.

The venue in Tucson was very expensive. Registration covered expenses, but had it been a cheaper venue we could have made more money. That is what we are counting on in Mesa. The conference needs to make \$20-\$30k.

There were also a lot of free registrations given away at last year's conference for volunteers and that will be much more under control this year.

We discussed asking the Horner Fellowship for funds, but legally we are unable to. We could possibly go to the Louise Stephens Scholarship.

MPLA Update – Dale Savage, MPLA Representative

MPLA Leadership Institute application are now being accepted. The due date is October 30th. There is a fee, but we should have Continuing Education Scholarships. Mentor applications are due September 30th.

The NLA-MPLA Joint Conference takes place October 16-18, 2017 at the Hard Rock Hotel & Casino in Stateline, NV.

The MPLA Board approved formation of a Past Presidents Council. A bylaws change vote will be coming soon. The Board also approved a proposal for Leadership Institute fellows to earn 2 credit hours from Mayville State University. The Board is also working on finalizing a Strategic Plan.

Committee Reports

Elections Committee– Amber Mathewson, Past President

Need: President-Elect, Treasurer, Central Representative, MPLA Representative

The Nominating Committee made up of the Past President, the President-Elect, and the Regional Representatives will need to provide a slate of candidates by September 8th to the Board and then a two week vote will be conducted with results being shared with the membership by September 24th.

People who are in the current position can run again. The Nominating Committee would like to know the interest of the people in current offices, as well as anyone you know who might be interested in being an officer.

Legislative Committee – Kathy Husser, Chair

A message we got from ALA in Chicago: Yesterday, a subcommittee for the House Appropriations Committee, approved direct library funding. The bill going forward to both houses will have no cuts to IMLS. Nothing will happen until they come back from summer hiatus. \$186 million for LSTA will be approved.

NLLD will be held again next May, during the first week of the month. Sandy Somers and Kathy Husser met with all 11 elected officials in early May. They were very fruitful meetings. A lot has transpired since that meeting. At that time, they were very positive and were working towards a solution. Kathy highly recommends that we still keep it in the budget to at least send someone from AzLA to NLLD next year.

MAC Committee – Michael Schor, Chair

We are also seeking Board and Friends members who would like to be on our Round Table Panel at the conference. If anyone knows of a Board or Friends Group member who would like to be on a 5-6 person panel to discuss how Boards, Friends and Library staff can or should work together to fundraise, advocate and promote the library and its services/programs, please pass along their information.

Michael will come up with estimates for printing.

Professional Development Committee – Becky Brendel, Chair

Continued plans for a virtual conference. Conference scheduled to be held on Thursday, April 5, 2018 from 9am-5pm via WebEx. The theme would be “Behind the Counter” and would focus on training for front-line and paraprofessional library staff. Attendance would be free of charge. The Virtual Conference would consist of a maximum of ten 45 minute to 1 hour sessions. Two webinar presentations would run at a time in five time slots, two in the morning and three in the afternoon. All presentations would be moderated and/or introduced by a Committee member. All of the presentations would be posted to the AzLA YouTube channel.

Presentations would be assembled via a Call for Proposals, and could be either 45-60 min. in length or 15 min. (a blitz session). Suggested topics for presentations include:

- Customer Service
- Guerrilla Facilities/DIY Library Maintenance
- Emotional Intelligence, Professionalism, & Ethics
- Readers’ Advisory & Reference
- Tech Basics (Overdrive, Microsoft Office, Windows 10, etc.)
- Summer Reading

A Call for Proposals submission form has already been developed. The planned schedule is as follows:

- Begin online advertising/Call for Proposals opens: October 1, 2017
- Advertise in-person during the 2017 Conference
- Call for Proposals Submission Deadline: November 30, 2017
- Presenters Contacted By: December 20, 2017

Perhaps we could find a way to make money for AzLA through the Virtual Conference, especially if we could get a vendor sponsor like OverDrive or Gale.

The Professional Development Committee will write up a submission for the September newsletter about the call for proposals.

2017 Annual Conference Committee – Erin Lorandos and Bethany Wilson, Co-chairs

Sent out all the acceptance and congratulations letters. We will have three conference days. Wednesday we will have all of our meetings in the morning. Thursday we will have our speakers. Friday will be a half day. Because we are opening up more spaces for presentations, we will have more income.

We do not have the firm schedule yet. We are collecting contracts and have not sent out room information yet.

Next on the list is to develop the Conquest and Thursday Social.

We also have a few tours lined up:

1. See the changes going on at Mesa Main Library. They are in the process of reorganizing the building to add a makerspace. We will spend some time doing a scavenger hunt/escape room in their local history room and during the second half we will take a tour of the building and hear about the new makerspace. We will open up registration as we get closer. That will take place on Wednesday, before the sessions officially start.

2. Friday afternoon, we have a tour for people interested in touring the State Archives. Contact: Dr. Hale

We made the decision to reach out to non-traditional vendors (e.g. local authors and artisans) for the vendor hall to break up the normal vendors as well as give people reasons to come back into the vendor space. We asked Danielle to add that as an option to vendor registration. Those folks will be at tabletops and they are being charged \$150 for registration. Hopefully we get a wide range of people. There is a vetting process. There are 6-8 tables available.

Registration opens August 1st.

Asked Danielle to make a scholarship page. Applications are due Sept. 8th.

State Librarian's Report –Holly Henley, State Librarian

The State Library would like to be a Keynote or Event Speaker Sponsor for \$5,000. Discussed possibly sponsoring Keynote Speaker Hildy Gottlieb at \$2,500. Will look into other areas where the State could sponsor.

Thank you State Library!

Relocation at the State Library is going well. New plan 2018-2022 for LSTA is done. Program officer from IMLS will be coming for a visit in August.

New Business – Sandy Edwards, President

Contract for Debbie Hanson-Tripp

\$2000/month fee, over a 6 month period will save us \$1650. Contract from 7/1-12/31 will result in an 11% reduction.

Motion to approve renewal of Debbie Hanson-Tripp's contract.

Vote: Passed.

Financial Sustainability including Advertising and Vendor Memberships

MAC Committee will work on looking for potential sponsors who would be interested in advertising on the website or newsletter.

Discussed the idea of including vendor membership in the conversation when sending out sponsorship emails.

Other

Our bylaws state that it is the President-elect's duty to do a planning forum every year. We have not had one in several years. We'll need to have an executive board meeting to discuss further. Sandy will contact ALA for advice and potential resources.

Meeting adjourned: 11:35AM