

AzLA September Board Meeting
Meeting Location: Mesa Public Library

In Attendance: Gina Macaluso, Michelle Simon, Dan Stanton, Rene Tanner, Natalie Menges, Rob Wilson, Dale Savage, Erin MacFarlane, Patt Leonard, LJ Blackburn, Erin Lorandos, Becky Brendel, Debbie Hanson, Sean Ross, Shawn Tehrani (Guest from Schwab)

9-10 am –Walk-through of the Mesa Convention Center. Met with MCC representative to finalize details.

10 AM Call to Order –Gina Macaluso

Presentation and Approval of Minutes for July – Natalie Menges

Michelle Simon motions, Dan Stanton seconds. July minutes approved.

Review of Financials– Rene Tanner

Reviewed the month to month budget and discussed creating a more user-friendly presentation. See the July budget attached. Expect additional event planning and diversity of income for future years. Plan to create additional income revenues other than the conference. Discussion of credit card fees that we pay for conference registrations; Rene will try talking to Chase about a discount. Process to transfer to G Suite over the next year. If we meet everything, we would have net ordinary income of \$43,560. Create a separate conference budget to look at the specifics of the conference in the future. Increase marketing for members to renew their membership, beyond just to get the conference discount. Highlight what benefits come with an AzLA membership and get employers to pay for memberships; Gina discusses marketing the advocacy benefits first and foremost of the membership. Michelle brings up the professional development and increasing careers of librarians and information professionals.

Look into marketing the virtual conference using G Suite abilities. Virtual conference will be annual going forward, using social media to reach presenters and members to have presentation experience. Discussion of whether the virtual conference should have a fee going forward; we want to reach those who are in rural areas and cannot afford conference. Possibly create a virtual membership to get those who cannot come to conference to participate and see a purpose of membership. Possibly discount on membership for those who attend virtual conference. Get sponsorships for the virtual conference so that it remains free. We had 465 attendees for the past virtual conference which we can use to get sponsorships in the future. Send those who attended the virtual conference information on the physical conference and membership. Will continue discussion in future meetings.

See attached Treasurer's Report by Rene Tanner. We are about 100 registrations behind on conference registrations and 28 vendors behind projection. We are also behind \$1,750 for sponsorships. We are about \$8,000 over budget for the conference AV. We charged more for the conference, so our income is higher than last year, but we are still behind on registrations. Erin Lorandos sent out mass email last week to over 200 vendors who have registered in the past for conference to increase vendor registrations. Wait to send out additional vendor emails till cross referenced to make sure we do not resend to the same vendors. See what nonlibrary vendors we could reach out to, such as comic book stores, shops and other nontraditional vendors. Follow up with MPLA sponsorship.

Michelle motions financials, Dan Stanton seconds. Financials approved.

Legislative Update – Erin MacFarlane

30 legislative districts for Arizona. One senator and two representative per district. They have 2 terms and have a 4-term limit, but can switch and stay in legislation longer than that. See Legislative Committee Report by Erin MacFarlane for Republican versus Democratic Majority. Legislator runs for 100 days and their one job is to get a budget passed and about 1500 bills are introduced, which could affect libraries. Erin will meet to discuss what changes will happen in the next year. Expect that education funding and teacher librarians will continue into the next year. Difficult to predict the bills that will come with legislation, but Erin MacFarlane will meet with lobbyist to learn about what is expected in the upcoming session.

State Librarian's Report – Holly Henley

No update- Holly was unable to attend the meeting.

ALA Counselor – Dan Stanton

Controversy about language used when discussing meeting rooms in public libraries. Controversy was not about opening up meeting rooms, but specific to the language used. Discussions on libraries creating policies on what they are allowed to create on 3D printers so that patrons cannot print guns or other weapons at the library. Even if the library does not think their printers are capable of printing detailed weapons, they should have a policy anyway for the future and other unforeseen problems. President Elect gets expenses paid to go to ALA, and Dan proposes that the ALA Counselor should also be allowed to go to the ALA conference every year. Terminology and budget will need to be evaluated.

MPLA Update – Position is Open

No MPLA representative, Dan Stanton has temporarily taken this position. Amadee Ricketts is currently running for MPLA rep.

Guest Shawn, Schwab Representative

Investment Change – Rene Tanner

Shawn Tehrani manages Horner Fellowship and Louise Stephens funds for AzLA. See attached summary of the Horner Fellowship account provided by Shawn. Fixed Income, Cash, Utilities are 88.39% of the total fund, equating to \$594,129.75 of the \$672,168.63 total fund. Changing the account to a higher risk fund with different asset allocations, but while remaining conservative. The activity expenses on the account are much lower than expected. The interest rate is low compared to market, expected norms are higher. We have ladder maturities loans, meaning 1/6 of the loans come due every year. Fossil Fuels are included in the portfolio to counter balance the utility stocks; if one goes up, then the other goes down and vice versa. We also have common stocks and exchange trade funds. Because of the secure structure of the stock, it has been consistent, but returns are lower than they could be.

Propose that fossil fuels should be taken out of the portfolio. The account could be taken out with virtually no problems. To keep the risk low, cut the utility stocks in half. Other investments would potentially lead to higher returns. Proposal of changing the structure of the account so that it is more to growth instead of fixed

income. Common stocks are currently 4% of the account, but after selling the fossil fuels we could increase common stocks to below 25% of the stock and remain conservative. The bylaws of the Horner fund include that the fund can be used by the management of the association. Charge a reasonable fee to manage the fund that can be used by the association. Rene Tanner will investigate what a reasonable fee will be in comparison to other funds that are being run by associations. The fee that is acceptable or reasonable depends on what kind of management we are doing to the fund. The less conservative, the lower the fee, and the more risk, the higher the fee, but the fund still needs to remain more on the conservative side because of the purpose of the fund. We need to also consider the expenses of the Arizona Library Association in addition to the management fee. Rene Tanner will provide data on management fees during next meeting.

Taking everything to the board on the investment decisions may not be the best long-term strategy. Direction of the account and general investment changes to the whole board, but the small immediate response decisions to be made by those who are on the account. Have the decision making more streamlined, because of the common stock activity compared to fixed income investments. We may need to adjust the bylaws to make sure that the authorized people are checked with first, before changes are made on the account. Authorized people on the account may need to be increased. We also need to make sure that we agree on the percentage of common stocks on the account.

The executive committee is half of the board and they have the authority to make decisions without the entire board. This is a consideration to put as those who have authority on the immediate decisions for the Horner Fund. Therefore, we do not need to make changes to the bylaws. Next meeting, we will discuss the percentage of common stocks, management fee and if we want to sell fossil fuel and cut the utility funds in half.

YA Summit Update– Rob Wilson

Programs are full. We are under budget. We need to move towards making contracts for the programs. Find out who makes the contracts for the YA Summit. Need approval form and contract to get speakers reimbursed. Get a fee from them and then include additional fees in the contract. Pre-Summit party at the ThinkSpot in the Mesa Public Library. Serving pizza, subs and cold beverages during the pre-summit party. Identify a pizzeria that can provide everything. We will place order and have Rene Tanner use card for final payment. The sponsored application needs to be put online in order to get registration started. We have everything to put online; it should be live next week. The State Library is sponsoring 50 registrations and then the session registration will \$160 for members and \$200 for non-members. Jennifer LaGarde is coming from east coast and will give the keynote address.

Two excursions in downtown Prescott. Seven Arizona female authors will talk teen literature. Friday night shuttle will be rented to run all night from the conference center and Whiskey Row. There will be a Whiskey Row Scavenger Hunt; Prescott sets up the scavenger hunt for free and the businesses stay open. Then they will meet at Far From Folsom and mingle with the authors after the scavenger hunt. \$5 donation for the

scavenger hunt; last year \$300 was raised. This year the money raised will go to the McNary Tribal Library. Contact the Friends of the Library to make raffle baskets for the raffle at the YA Summit.

Committee Chairs – Gina

Committee Chairs will need to agree to remain or find replacement for them after conference.

Election of new officers -

- President Elect: Carla Stoffle – University of Arizona
- Secretary: Amber Kent – Casa Grande Public Library
Natalie Menges – Glendale Public Library
- Northern Reg. Rep: Martha Baden – Prescott Public Library
- Southern Reg. Rep: Danitza Lopez – Nogales Public Library
Kristin Becker – Eastern Arizona College
Hannah Stewart – Yuma Public Library
- ALA Council: Dan Stanton – Arizona State University
- MPLA Rep: Amadee Rickets – Cochise County Library

Send to Board 30 days before conference to vote.

Motion to accept slate with edits by Dale Salvage, seconded by Rene Tanner. Motion approved.

New Secretary of State

Given the results of Tuesday's election, there will be a new Secretary of State after the general election. Since the SOS has the potential to affect libraries across the state via his or her management of the State Library, it is good idea to discuss reaching out to the two candidates to express the vital interest libraries and librarians have in that part of their responsibilities if elected.

A responsibility of the Secretary of State is over the Arizona State Library Archives and Records. Current Secretary of State lost the election in the primary. The new Secretary of State will be in charged of the State Library. The incoming Secretary of State is of interest to librarians and libraries across the state. Before the election occurs AzLA should reach out to both candidates and to make sure they are aware of the importance of the Arizona State Library Archives and Records.

State Library was independent agency under the House and the Senate. There was no one who really was invested in the State Library until the Secretary of State came into the state office, but we want to make sure that whoever gets elected will have an interest in the State Library. Every State treats the library differently, but one of the models is that the Secretary of State holds the oversight for the State Library. Opportunity to invite both candidates to come to the conference, speak at the conference, and see the group of librarians in action. Put Arizona Libraries on their radar. May be possible to invite them to the opening session to say a few words. Gina M. as President will send the Secretary of State candidates an invitation.

2018 Annual Conference Discussion (Libraries Transform Because Access Equals Opportunity) – Erin Lorandos, Christine Dykgraaf

Vendor Lunches

We have all but four contracts returned for the conference, with more in the inbox unaccounted for. The first two rows of booths are filled. We still have some corner booths to give out for other vendors. We will also have an AzLA photobooth by the resume review clinic. Erin reached out to local businesses and other vendors that have registered in the past but have not registered this year.

The resume review clinic is currently in need of staffing. Preference is HR professions. We are offering a free pass to the conference. So far no one has heard back from HR departments contacted. Becky B. will be reaching out to HR professionals that she has connections with. If we add academic professionals to the review clinic we could have more staffing specific to the academic library.

Volunteers

Gina is working with Christine on volunteers for the conference. We will start with students and then go from there.

Vendor Lunches

We will open the concession stand for the conference. We agree to pay \$100 per hour for 4 hours a day. We pay the difference between what the concession makes and what we agreed to pay. They will have burgers, salads, sandwiches, snacks, drinks, etc. We will give the vendors vouchers for their lunches there and attendees will have an option to have a lunch onsite.

Reception

We will be showing the Ashley Brian video at the conference reception called I Know a Man. The speaker will be Richard Kane, the director. We will also be providing a cash bar from 4:30 to 7:00. Because it is sponsored by UA School of Information we will have snacks for the movie in addition to the drinks.

AV Needs

We are currently just under \$20,000 for AV. At this time, we are not going to be borrowing from other libraries. We went from 7 meeting spaces to 10, increasing AV needs. We will pay for the AV through the conference, we currently have a 30% discount on AV and we still will be able to profit from the conference.

Conference Scholarships

Conference scholarships are lacking in applications. Becky will send out an email blast to encourage applications for the conference scholarships. Internal members are also allowed to apply. Currently have zero applicants, but two scholarships available. Deadline for scholarship is September 17th.

Booths

If we do not fill up the booths, Erin will have the convention center not set up those ones.

Attachments:

- July Budget
- Treasurer's Report
- Legislative Committee Report
- Horner Asset Allocation Summary

September Minuets by Natalie Menges