

Minnesota Library Association
Board Meeting
Friday, June 21, 2019
10:00 AM – 12:00 PM

Present:

Dara Rudick (MHQ), Kirsten Clark (President), Patti Bross (President-Elect), Ria Newhouse (Intellectual Freedom Chair), Jim Weygand (MLTA Chair), Megan Kocher (ARLD Chair), Lisa Motschke (Secretary), Ann Hokanson (Legislative Chair)

Remote: Julia Carlis (for Angie – PLD representative)

Absent:

Leslie Johnson (Executive Director for MLA), Deborah Bifulk (Member at Large), Angie Petrie (PLD Chair), Ryan McCormick (Past President), Hannah Buckland (ALA Chapter Councilor), Jonathan Carlson (Treasurer)

The meeting was called to order by Clark at 10:05 a.m.

Welcome and Introductions – Clark

Approval of Consent Agenda

Kocher noted the agenda for the meeting had the wrong date. Stated June 19 rather than June 21. Clark made a motion to approve the consent agenda with edits; Motschke seconded. All were in favor and the motion was approved.

MHQ/Executive Director Update – Rudick

The Events Manager for MHQ left the organization, but the Events Coordinator is still in place and moving MLA events along. MHQ will be searching for a new Events Manager. Please refer any interested people to Rudick.

Approval of Financials – Clark

May 2019 financials included in the meeting packet.

1. Total Assets: \$237,102.49
2. Total Revenue YTD: \$111,252.47
3. Total Cost of Sales YTD: \$17,260.69
4. Monthly Expenses for May: \$15,582.25
5. Showing YTD Net Income/(Loss): \$14,792.02 net income

Reviewed dues chart and things are looking back on track for membership numbers after the renewal email issues have been resolved. Clark worked with Johnson to send messages to MLA members who didn't get notified about their membership renewal. Their memberships were temporarily extended and individuals were sent new renewal messages.

Clark made a motion to approve the financials; Newhouse seconded. All were in favor and the motion was approved.

Engage and Educate Members

2019 Conference Update – Clark

Featured speakers are confirmed and regular sessions are being finalized. The Secretary of State will be the keynote speaker on Friday; he will speak about civic engagement and voting.

The Conference Committee visited the site and made some final changes to room assignments. Meals for the event will have vegetarian and meat options, and will be accommodating of dietary restrictions. Dessert will be delicious.

The preconference will be focused on mid-career librarians, and capacity will be 25-30 people. It will be a half day workshop at the Prior Lake Library. There is an RFP out for a trainer.

Registration for MLA Annual Conference opens on July 11.

Membership Data – Bross

Bross and Johnson looked at other library association membership rates.

The Board reviewed a paper spreadsheet of rate comparisons. MLA is a little high when it comes to individual member income rates compared to other states. If we are to reduce rates, we need to figure out how many more members we need to recruit make up the difference. Johnson will look into the percentages of current members at various income rates.

Bross will send the spreadsheet to the Board, it was not in the board packet. If we want to make changes to rates, MLA membership needs to see a draft of the bylaws change one month in advance of the vote at the MLA Annual Conference. That means the Board needs to draft a proposal at the July meeting in order to meet the deadlines. Bross will draft the edits and make a recommendation in July.

Clark noted that there is a big jump between lowest income bracket and next one. Hokanson noted that there might be more capacity in the institutional memberships at the higher budgets. Discussed tie-in to another agenda item “Adding special membership for advocates.”

Bross and Johnson worked on a draft of the Benefits of MLA Membership. They are asking the board to review the two documents and will send to the whole board. This will be discussed more at the July meeting.

Discussion: Adding special membership for advocates

Weygand walked through the proposal. Goal is to add to the political voice of MLA. Weygand would be willing to market this new option to MALF members.

Will discuss further at the July Board Meeting. The goal would be to include this with the vote on membership rate changes.

Bross will package this proposal with the membership rate changes for the July meeting.

Strengthening our Organization

Strategic Plan 90-Day Plan – Clark

Completed Q1 90-Day Plan

Reviewed Q2 90-Day Plan. We’re on track and the email problems are resolved.

Website Updates – Clark and Rudick

Budgeted for 2019. Needs: ease of use for updates, policies for updating content, web governance, branding consistency, ADA compliance, simplifying the experience, and user experience at the forefront.

Technical project management was not included in the cost of the project. Rudick will get the costs for that work, and bring that to the Board for approval.

New Advocate membership category – Weygand

Already discussed as part of the previous discussion: Adding special membership for advocates.

Membership Committee Report – Bifulk

Bifulk was unable to attend. Will get her written report and send out with the June Minutes.

MILE Recap/Final Budget Review – Bross

Net income just over \$1000. The goal for next cohort will be to incorporate the MILE planning work into the Continuing Education Committee. This will create some consistency and oversight.

Activate Library Advocacy

Legislative Update – Hokenson

The newsletter goes out to the membership; 30-35% open rate which is high by industry standards. It is an effective method of getting information out to membership. The question is how do we maintain and sustain this practice?

MN Library Partners – Legislative Steering Committee scheduled to meet on June 25. Their task is to do an assessment of the lobbyist activities (by contract within 90 days of close of session), start talking about the structure for deciding things as a group, and begin thinking about what steps need to be taken to be ready for the next contract cycle (2 year contract cycle with Capital Hill Associates).

Other

Policy Review: Relations with other Organizations – Clark

Reviewed the policy. Table until next meeting until we have more information.

Bylaws update for Continuing Education Committee – Clark

Article 9 on committees is the only place it's mentioned. If we want to make changes to the bylaws, MLA membership needs to see a draft of the change one month in advance of the vote at the MLA Annual Conference. That means the Board needs to draft a proposal at the July meeting in order to meet the deadlines.

Clark will bring an updated Article 9 to the bylaws for the July meeting.

MLA Code of Conduct continued discussion / Board Training – Clark, Kocher, Bross

Reviewed the conversation thus far. Kocher and Buckland researched options for ongoing training for the Board. Clark will send out the list of links for review in preparation of the July meeting discussion.

The MLA code is based on the ALA code, but no changes to the ALA code of conduct have been brought forward thus far.

How to enforce the code, who has the authority to kick someone out, who will respond to the issue, how do we follow up when something has been reported. Is that the code, is that the policy around the code, are changes to the bylaws needed?

At the July meeting, the Board will discuss:

- Reactions to the trainings sent out via email
- The most effective long-term training options for MLA and MLA Board
- Logistics of enforcing the code of conduct including:
 - Who will respond if there is an issue
 - Who has the authority to remove someone from the conference
 - How will MLA follow up when something has been reported
 - What supplemental documentation do we need to support the work (check box on the conference registration for attendees)
 - What do we want to have in place for this upcoming conference
 - What are the longer term steps
- Other organizations that have done something similar

Clark will send out some material to the Board ahead of the packet for the July to make sure we're prepared for the conversation.

Clark adjourned the meeting at 11:32 a.m.