

Minnesota Library Association
Board Meeting
Friday, July 19, 2019
10:00 AM – 12:00 PM

Present:

Leslie Johnson (Executive Director for MLA), Kirsten Clark (President), Ryan McCormick (Past President), Patti Bross (President-Elect), Ria Newhouse (Intellectual Freedom Chair), Jim Weygand (MLTA Chair), Megan Kocher (ARLD Chair), Lisa Motschke (Secretary), Angie Petrie (PLD Chair), Hannah Buckland (ALA Chapter Councilor), Jonathan Carlson (Treasurer), Ann Hokanson (Legislative Chair)

Guest: Christie Schulz, Sara Ring, Carol Nelson, Ann Walker-Smalley, Renee Grassi (CYP Chair)

Absent:

Deborah Bifulk (Member at Large)

The meeting was called to order by Clark at 10:02 a.m.

Welcome and Introductions – Clark

Approval of Consent Agenda

Clark noted that the online discussion document wasn't included in the packet. The online discussion was vote on appointing the new Nominating Committee members.

Clark made a motion to approve the consent agenda and all attachments; Carlson seconded. All were in favor and the motion was approved.

MHQ/Executive Director Update – Johnson

Johnson will remain the lead for the MLA Conference. MHQ extended an offer to a new employee who will focus on membership.

Approval of Financials – Carlson

Budget Check-In

June 2019 financials included in the meeting packet.

1. Total Assets: \$254,458.38
2. Total Revenue YTD: \$134,760.23
3. Total Cost of Sales YTD: \$17,344.38
4. Monthly Expenses for June: \$16,219.96
5. Total Expenses YTD: \$90,859.80
6. Showing YTD Net Income/(Loss): \$26,556.05 net income

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

Cancellation of Membership Report – Carlson, Clark, Johnson

The monthly MLA Membership Report takes several hours for MHQ to generate. Johnson asked what the valuable information from that report is, and how could MHQ pull important information rather than this report.

The Board discussed what would be valuable and determined that they would like to see a summary of membership type and division types, and a pivot table by member type and division breakdown every 6 months (February and September).

Engage and Educate Members

2019 Conference Update – Clark, McCormick, Bross

Registration is now open, and 48 people already registered.

Key notes and featured speakers are scheduled; the event has been promoted with Round Up newsletter.

The pre-conference will be focused on mid-career librarians. It will be from 1-5 pm on Wednesday before the Conference. Preference is 30-40 participants, \$50 per person. The goal will be to work with the Continuing Education Committee to make the pre-conference an ongoing event. Other proposals from the RFP were appealing and could be useful for future sessions.

Hokanson asked if the pre-conference would be limited to MLA members. Carlson noted that MILE participants are required to be MLA members. Clark will check with the conference committee. Discussed options, around giving MLA members priority and Clark will bring the following language to the committee (“Members only registration until September 1, and then open to non-members based on availability”).

SCHED is loaded with the presentations and materials. There are 33 exhibitors signed up, and the goal is 36. There are 7 sponsors, with a goal of \$10,000 in sponsorship.

Scott County Library Readmobile will be present at the Conference.

Get your hotel earlier rather than later. New tower of the hotel is attached to the conference center. Overflow rooms are a much longer walk from the hotel to the conference space.

Awards Committee Update – McCormick

No nominations received yet, please forward on to interested parties.

August 1 deadline, but can be extended if needed.

Continued Discussion from June: Membership Rates Changes – Bross

The Board discussed the spreadsheet “StateLibraryAssocMembershipRates.” Minnesota has higher rates than other states as shown in the spreadsheet.

The Board also discussed the new concept of an Advocate Member and how it relates to the existing Friends Membership. The difference between the existing Friends membership and the Advocate is a lower yearly rate and the option to deduct the membership cost from the annual conference registration fee. Would need to define the role and clearly explain the benefits of the membership level.

Bross made a motion to adjust our current Friends membership to be “Friend and Supporter,” change the rate to \$10 and add another category under our benefits document to show the benefits (using the information from Jim Weygand’s benefit sheet).

Hokanson seconded.

Weygand mentioned that there has been very little interest in the Minnesota Library Trustees and Advocates (MLTA) group. He suggests that membership as a Friend and Supporter automatically gives you membership in MLTA.

MHQ would create a category as an interest group of MLTA (opt out) - the division for Friends and Supporters would be MLTA Minnesota Library Trustees and Advocates.

Weygand amended the motion to include the automatic enrollment into MLTA when choosing the Friend and Supporter MLA membership level.

Discussed the Trustee membership and decided to make no changes. The Board noted a membership opportunity to market to library trustees and library board members.

All were in favor and the motion was approved.

Bross will go through the Bylaws Article 1 to make updates in preparation for the August 16 Board Meeting. The Presidential Trio will discuss the edits and bring them forward for the August Board Meeting.

The Board further discussed the dues structure and noted a need to be clear about the benefits of different membership designations. Clark mentioned that we need more discussion before making major changes, but the biggest concern is the jump from lowest to second lowest individual membership bracket. Newhouse suggested that we should make all the changes at once rather than incrementally.

Hokanson mentioned that it's a better practice to remove the dues structure from the bylaws. That would allow MLA to make gradual and responsible changes that support the organization and align with the strategic plan.

Clark made a motion that we put forward a bylaws change that would remove Appendix A from the bylaws. We will add a note to the bylaws that the MLA Board of Directors will establish the dues structure as part of the budget process. McCormick seconded.

All were in favor and the motion was approved.

Strengthening our Organization

Strategic Plan 90-Day Plan – Clark

Due to time limitations, Clark requested the Board review the 90-day plan in the board packet.

Nominating Committee Update/Check-In – Clark

As discussed earlier, there was online approval of the Nominating Committee. Their work will begin as soon as possible.

Website Costs Updates – Johnson

Project management costs are still being gathered. The vendor is determining if project management is built into the scope or if it's billable hours.

Preservation Task Force Update – Sara Ring and Carol Nelson

Handout and PowerPoint about Digital Preservation Task Force – Sara Ring

Why we are doing this: Just because something is digital doesn't mean it is preserved.

Questions: technology obsolescence, technology failure, accidental deletion, other issues to consider

Within MLA this topic came up during the MLA Anniversary, print archives stopped in 2000 and nothing had been contributed to the Minnesota Historical Society since. MLA can be a leader in this area because many other professional organizations don't have policies either.

The task force reviewed other policies (retention plans) and found that many of those policies don't mention digital content. MLA drafted a policy in 2008, and again in 2011. The task force is reviewing both documents and will present a new draft.

Next steps:

- Need to first understand what we have; inventory the digital content we have
- Assess gaps and reach out to former MLA Board members to locate additional documents
- Establish a new donor agreement with the Minnesota Historical Society
- Work with Minnesota Historical Society to determine what they should preserve for us
- Monthly check-in with the Board on progress and recommendations
- The goal is to wrap up the work of the task force by the end of the calendar year

Carol Nelson has also noted this as a concern. Last year she did a presentation at MLA called “Leaders and Legends in Minnesota.” During her research she found that information about library programs and progress was difficult to find and required calling people, and reading old emails.

The problems:

- No single place to look
- No standard file formats or storage places
- Reasons for decisions are lost when people retire or move on
- Digital content may not be archived
- What should and shouldn't be kept

The questions:

- Is there a role for MLA to play when looking at the problem on a statewide level
- If so, what do we do with this data and where is it stored

Hokanson asked if government record retention polices are updated in our local organizations.

Walker-Smalley mentioned that the purpose of keeping this library-specific information may be different than the reasons for keeping governmental documents. The evolution of libraries could be stalled, if we have to reinvent the wheel.

Ring encouraged the Board to attend the MLA session, “Preserving the Now: Is our library history headed to a digital graveyard,” and to promote it with our networks.

Bylaws Draft Change to add Continuing Education Committee as a Standing Committee – Clark

Carlson noted a Bylaws and Policies Committee is in the bylaws. We will table that discussion for a later time. The Secretary is the chair of the Bylaws and Policies Committee per bylaws.

Clark made a motion to make the changes; McCormick seconded.
All were in favor and the motion was approved.

This will be sent out to the membership one month in advance of the vote at the MLA Annual Conference.

Membership Committee Report – Bifulk

Bifulk was unable to attend. Her written report will be sent out with the July Minutes if available.

Activate Library Advocacy

Legislative Update and Lobbyist Evaluation/Process Update– Hokanson

They are working on finalizing the lobbyists review.

Other

Policy Review: Scholarships – Clark

No changes were noted.

Review and Vote on MLA Draft 990 -

This form is MLA's tax sheet; advertising revenue is taxed.

Clark moved that we approve the 990; Bross seconded.
All were in favor and the motion was approved.

CYP Presentation – Renee Grassi (CYP Chair)

Report: The CYP Unconference met at the Rochester Public Library (45 attended – larger than previous year). Goal is to bring in anyone who works with youth, and share ideas about best practices. The keynote was “Ages and Stages,” which was available through the YALSA Transforming Teen Services Grant. Grassi’s goal is to bring more visibility to teen/tween audiences.

Tasha Nins presented Teenagers are Human and So Can You, which is about best practices for working with youth. She shared her experiences and stressed the importance of starting from a place of empathy.

The breakout sessions were determined by attendee vote. Topics included serving at risk teens, readers’ advisory for graphic novels, intergenerational programs, evening storytimes, and bookclubs for kids.

This was a great way to create better engagement with CYP membership. Using Facebook to really promote MLA and CYP events and pages. Many CYP proposals for MLA Annual Conference, and sessions accepted.

The Association for Library Service to Children (ALSC) conference will be hosted in Minneapolis in 2020.

ALA Chapter Councilor’s Report – Buckland

Report in board packet.

2020 Emerging Leader Selection Process – Buckland

Emerging leader applications are due Aug 30. This will be publicized in the Round Up newsletter. MLA has a scholarship; applicants must be an MLA member.

MLA Code of Conduct Continued Discussion/Board Training – Clark

Clark requested that the board review the information and will discuss at the August meeting.

Clark adjourned the meeting at 12:04 p.m.