Welcome and Introductions – Bross
The meeting was called to order by Bross at 10:01 a.m.

Review and Adopt/Amend Agenda – Bross
Hendren made a motion to approve the agenda; Sundstrom seconded.
All were in favor and the motion was approved.

Approval of the March 2020 Board Meeting Minutes
Mars noted that the March 2020 Board Meeting Minutes regarding the Coronavirus situation were brief. She shared her notes from the meeting so that more detail could be documented.
Motschke will make updates, and the minutes will be brought to the May meeting for approval.

Approval of the Financials – Ethier
April 2020 Financial Report
March 2020 financials included in the meeting packet.
1. Total Assets: $168,804.73
2. Total Revenue YTD: $37,595.01
3. Total Cost of Sales YTD: $0
4. Monthly Expenses for March: $13,476.16
5. Total Expenses YTD: $40,637.66
6. Showing YTD Net Income/(Loss): $(3,042.65) net loss

Membership numbers in early March we were on par with normal membership numbers, but then renewals stopped in mid-March. MLA took in $2710 in membership dues in March, putting us at $7,980 YTD.

Last year in March we had taken in $10,863. If hope to attain our goal $55,000, we need to be closer to $13,000. We may need to adjust our expectations given current circumstances.

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

MHQ Update – Newberg
MHQ has moved all systems to a virtual office. Mail is being forwarded and all additional office activity has been moved to MHQ staff member homes.

MHQ is working on COVID response with many of their clients. One such client is a continuity of operations planner. They have set up a community conversation with their membership, and are coupling it with a membership campaign.
Another MHQ client hosted a free webinar for small businesses, coupled with a membership campaign to join or renew.

**Bylaws Update – Motschke**

The team divided up the Bylaws and noted changes. One section was missed so the full copy will be brought to the May Board Meeting for review.

The parliamentarian MLA used for the 2019 MLA Business Meeting has offered to review a redline document for a fee ahead of a vote by membership.

**Engage and Educate Members**

**Conference – Bross**

The Conference Committee met and discussed how COVID-19 and social distancing might impact the 2020 event. They are moving forward with planning but may transition to webinars or virtual events depending on circumstances.

MLA has not suffered much financial exposure at this point. Most of the bills aren’t issued until August or September.

They will keep the Board updated as things progress. So far only 8 proposals have been submitted. Please encourage folks you know to submit program ideas.

The Committee is planning to have several sessions on successes and lessons learned during COVID-19.

Conference fees are the same as last year. Bross asked the Board to vote on the conference fee structure.

Sundstrom asked if venue costs are comparable to last year, because that could be a factor when setting the fees. Bross noted that net income would be maintained if all goes as planned in the 2020 budget.

Collins asked if the cancellation policy should be updated.

Bross mentioned that early bird registration gives the option to be invoiced later, but not a requirement. Folks could choose to pay now and be reimbursed later if the event was cancelled. Attendees wouldn’t be invoiced until we know if the conference is carrying forward.

Hendren assured the Board this plan is changeable, and course corrections will be available for registrants.

The topic of discounted rates for volunteers was discussed. In 2019, students had the option to sign up for discounted rates based on the number of hours volunteered. It was a limited to 10 students, and is a longstanding option at MLA Conferences. [https://www.mnlibraryassociation.org/page/2019Volunteers](https://www.mnlibraryassociation.org/page/2019Volunteers)

Another idea to support those without financial means to attend the Conference is to create a page of scholarship opportunities available.

Mars suggested that a future option is to create special scholarships or sponsorships. Bross asked if MALF would be interested in offering a few scholarships for the Conference.

Weygand informed the Board that MALF is undergoing a structural change, but he will bring it up at their Board meeting on May 4 to see if there is interest. It could be an opportunity to offer scholarships to non-members.

Bross asked for a motion.

Sundstrom made a motion to accept the same Conference fee schedule and offer the same student volunteer discount as in previous years as long as we expect it to work with our budget. There was then discussion about how we would logistically be able to pivot if the budget would be impacted.

Weygand noted that we should expect a loss given circumstances.

Ethier explained that the budget created for 2020 was realistic at the time, but we didn’t know about COVID. We are in a better position this year because we know the costs for the conference going in.
Sundstrom amended the motion to accept the same Conference fee schedule and offer the same student volunteer discount as in previous years; Hendren seconded the amended motion.

**Strengthening our Organization**

**Strategic 90 Day Plan – Bross**

There are a number of strategies listed in the Board packet, but many of them were already in motion. The Executive Committee assigned a task to the Membership Committee, and the Legislative Committee.

Bross and Newberg will connect Sundstrom with the Membership Committee roster.

Legislative Chair-Elect traditionally plans the Legislative Forum. Trenam, Hawkins, and Merrill at MHQ will brainstorm ways to transition to an online forum.

**Membership Update – Newberg**

The membership research was completed at the end of 2019. MHQ looked at market saturation and representation across types of libraries in the state.

MLA has a 10% membership across the state (all paid library staff). There are better rates among library directors. Representatively, there are a small number of Friend/Supporter members out of the 3.8 million registered library users shown in IMLS data.

There are opportunities to engage with library leaders to make a big impact with the fewest numbers of people. Library leaders also have an opportunity to set a culture of MLA membership within their organization.

Another opportunity is to continue to grow and engage our partnerships with universities.

**Website Update – Newberg**

The next step is to compile the round 2 edits. A significant number of those edits are photos and quotes on the pages. Bross will connect Newberg with some folks who can help contribute content.

The goal is to have the website complete by the end of May.

**Division, Subunit, and Committee Conversation – Bross**

Bross will be contacting the chair of each committee and subunit to get updated information for the new website. That information will be submitted to Newberg to be updated on the site.

**Legislative Update – Trenam**

The Legislature is now meeting virtually.

The decision was made to postpone Legislative Day. #MinnesotaLibrariesLead campaign will start next week. Use this hashtag when posting about what your libraries are doing during COVID-19. The campaign also encourages folks to reach out to their elected officials to keep them informed of the work happening in libraries.

There has been some movement on eligible uses of RLTA (Regional Library Telecommunications Aid). There is potential for an expansion of allowable uses to include hotspots and digital collections.

Trenam encouraged us all to collect stories about how people are impacted at this time and to share those out on MLA social channels. The goal is to cultivate relationships and share the many ways that libraries are continuing to serve even though the doors are closed.
An email newsletter will come out soon.

**PLD Day Update – Hoehn, Wurl, Carlis**
The PLD Committee will meet on Monday to discuss alternatives to keep members involved and engaged. Ideas include presenting programs via webinars or Zoom meetings. They determined that the keynote content wasn’t suitable for a virtual environment and will bring back the topic in the future.

The Committee discussed how having conversations is beneficial, so they are brainstorming ways to have moderated conversation about how people are responding during library closure. They are thinking about a conversation forum now, and later when libraries start to reopen.

Carlis reiterated the value of giving people a venue to connect.

**ARLD Day Update – Mars**
ARLD Day is cancelled, but the keynote presentation will still be offered in a Zoom format. Fobazi Ettarh wrote an article on Vocational Awe, and will present on the topic. ARLD will not be charging attendees, but the speaker will still be paid for her time. The sponsors agreed to allow usage of their funds to go towards the honorarium.

The preconference will be offered in a virtual format. The Project Outcome Roadshow may still be offered in an online format, but that is still being determined.

The Virtual Town Hall had about 30 attendees on March 27. They asked ‘what is your library doing in response, and how would you best feel supported by your organization?” Another is schedule for next Friday from 2-3 pm and is geared towards academic librarians but anyone can join. They are organizing the breakouts around topics suggested by the attendees of the March 27 event.

**Other**
**MLA Retention – Draft of the MLA/MNHS Donor Agreement – Ring and Grebinowski**
The MLA Records Retention task force has spun off into the implementation phase. They came to the Board asking for input on the donor agreement with MNHS. The last agreement was updated in the 1970s.

The task force started by reviewing the generic donor agreement provided by MNHS. The group also reviewed other organizations’ agreements.

One agreement stated that we would transfer copyright ownership to MNHS, which may not be possible since MLA may not own the copyright in some instances. In response, the group added a new paragraph that captures the MLA stance. More edits will be necessary and Ring asked if the Board wanted the group to come back with a final document.

Bross made a motion that we make these changes in the donor agreement in concept; Collins seconded. All in favor and the motion was approved.

**MLA/ITEM Discussion – Bross and Hendren**
Ethier, Bross, and Hendren met with four members of ITEM to discuss merging ITEM with MLA as a division. It could foster relationships between school, public, and academic libraries. The initial meeting was to get to know each other. A few folks from both organizations are reviewing the bylaws of MLA and ITEM to make sure there are no contradictions between the documents. There was initial concern about membership dues, but ITEM recently raised their rates, and they’re now more in line with MLA membership dues.

We will need to make sure the fees structures make sense if we do end up merging.

We are also reviewing the roles of the MLA management company and the administrative person at ITEM to ensure tasks and expectations are in line.
ITEM has a budget, but there will be some logistics to transfer the funds.

We have many similar committees, so there will need to be some mergers.

Communications about this change will be positive and collaborative. Our goal is to welcome them in as a new division, and help them retain their own identity within MLA.

Things are moving forward, and the soonest we would have a joint conference is 2022.

Mars is excited by the possibility to bridge the school and academic library gap. There is real potential to do more together.

The next meeting of MLA and ITEM is in May. This will be a recurring topic on the Board agenda going forward.

**Policy Review: Leadership Positions – President, President Elect, Past President, Secretary, Treasurer, Intellectual Freedom Committee – Bross**

There are discrepancies between the position descriptions in the policy manual and on the website. Changes will need to be made to make them consistent.

Hendren wondered why there are several documents with similar but not identical content. Information in the Bylaws is separate from any other documents.

Bross decided to table this topic, and asked for a volunteer to help create consistency in the various documents. Clark and Hendren will look at these.

Bross asked Board members to review their job descriptions and send feedback for the May Board Meeting.

**COVID-19**

The conversation continued from the March 2020 Board Meeting.

There is desire to engage with library staff to ask how they’re doing and create forum for discussion. Carlis mentioned that several groups are doing similar things, and we should make sure we’re not duplicating effort and confusing membership. PLD and ARLD are doing some forums separately already.

The Presidential Trio discussed an online series to engage and educate our members in an online setting. Hendren mentioned that MLA has made a statement but that is it so far. There is desire to use Zoom sessions to engage with members around prompts. Some prompt ideas include member check-ins, self-care, new methods of networking, reopening libraries and the economy, the benefits of membership in MLA, speed networking via Zoom, and social media campaigns such as #MinnesotaLibrariesLead.

An option is to put out another statement that reiterates the original message and also explains the membership benefits.

The Board wondered about the expectations of members, and the reality of what can and cannot do. One idea is to hold a forum where we ask how MLA can support membership and then create a shared understanding of what MLA can do. Simple ground rules would be essential. Buckland mentioned that State Library Services is also planning calls, and those can be coordinated with MLA to prevent duplication. Hendren, Clark, and Buckland will coordinate effort. The call will be a co-sponsored conversation on various topics, and an opportunity to connect. It is also an opportunity to highlight various roundtables and subunits including ITEM.
Newberg will look at our current Zoom account capabilities. Additional financial investment may be necessary on a month to month basis, with a not to exceed an additional $50/month for the duration of the COVID situation. The Board will review the investment each month to make sure the additional investment is of value.

There have been some savings due to cancelled events so it would be budget neutral.

Hendren wondered if there a way to create a smaller, member-only conversations to add another member benefit. Bross suggested that another member benefit could be the ability to listen to recorded sessions later. Clark expressed concern that adding layers of membership vs. non-membership designation would unnecessarily complicate things at this time.

There is value in having a listening session first to make sure we’re providing a space for people to be heard. Hendren, Mars, and Carlis will coordinate the (non-partnered) session.

**Meeting adjourned at 11:58 a.m.; be well.**

**Chat transcript**

09:59:00 From Amy Mars: There isn't even a microphone next to my name to unmute myself...not sure what is going on
10:00:07 From Stacey H: Have you checked that the audio is going to the right microphone?
10:05:41 From Amy Mars: https://docs.google.com/document/d/1USq7QqG-mG5CqG1nXqEC9P9Hnt_sKCUx320Nth7XY2kws/edit?usp=sharing
10:15:29 From Amy Mars: Thank you for doing that work!
10:33:32 From Jami Trenam: Sorry, I had to take a call :/
10:39:29 From Jami Trenam: Sorry - I refrained from voting. I missed the conversation. I am curious if there is any cover in the contract with the venue if a gathering that large is not permitted in Oct?
10:40:08 From Stacey H: We have been in conversation with DECC about spaces with social distancing. It wasn’t mentioned today, but we are working on it.
10:40:26 From Jami Trenam: Thank you, Stacey
10:40:31 From Stacey H: Mackenzie has confirmed all of our contracts with hotels and venue are flexible.
10:47:55 From Amy Mars: This is very interesting information! Thank you for doing this research!
10:51:21 From Stacey H: staging-mla.site-ym.com
11:04:55 From Jen Newberg: Registration for the ARLD Day Virtual Keynote is currently 200 participants.
11:06:13 From Jami Trenam: Wow, that is a great turnout! Thanks for sharing the #s
11:06:49 From Jami Trenam: Amy, so heartening to hear all of the forward momentum in ARLD - kudos!
11:15:06 From Amy Mars: Thanks, Jami! I really appreciate all that you're doing to advocate for libraries despite the constantly changing and incredibly challenging circumstances!
11:23:23 From Jami Trenam: Excited for the future!
11:32:16 From Amy Mars:
https://docs.google.com/document/d/1z8jRYYRw9V8aJx3A_fUpYz_fMrufMNUrTNNnLwkrDpS4/edit?usp=sharing

**Board Packet materials:** [https://drive.google.com/drive/folders/1QGZZEhCfJPR-bv5d9x4QJYoBTJe2hi2p](https://drive.google.com/drive/folders/1QGZZEhCfJPR-bv5d9x4QJYoBTJe2hi2p)