Board Meeting Minutes
Monday, June 20, 2022 via Zoom
4:00 PM – 6:00 PM

Board Members: Steve Harsin (President), Julia Carlis (President-Elect), Stacey Hendren (Past President), Karen Pundsack (Treasurer), Sara Fillbrandt (Secretary), Liz Lynch (Legislative), Kat Nelsen (ARLD), Emilie Hanson (Member at Large)

Excused: Marie Hydukovich (ITEM), Kirsten Clark (CEC), Kate Eidem (Intellectual Freedom), Rachel Wexelbaum (Intellectual Freedom), Hannah Buckland (ALA), Ashley Krohn (ITEM), Kristin Schneider (PLD)

Visitor(s): Jodi Grebinoski, Ashley Dress, Trish Vaillancourt (MILE), Kaylin Creason (MILE), Olivia Hedlund (MILE), Jody Wurl

Executive Director (Synergos): Jennifer Carlson

MLA Business:
- Welcome and Introductions (Carlis)
- Review and Adopt/Amend Agenda (Carlis)
  - The meeting was called to order by Carlis at 4:03 p.m.
  - Motion made by Fillbrandt, seconded by Hendren to move forward with the agenda as it stands. All were in favor and motion passed. Agenda approved with changes.

- Approval of the May Board meeting minutes (Fillbrandt)
  - Minutes have been distributed.
  - Motion to approve May minutes made by Lynch, seconded by Hendren, all were in favor and the May minutes were approved.

- Approval of the financials (Pundsack)
  - May 2022 financials included in the board packet.
  - Joy will be working on the final ITEM merger documents that need to go to the Secretary of State on July 14. Once the merger is approved by the Secretary of State, we will be OK to move money. We’ll need to work with Jenifer and Ashley K. to close out the bank accounts in August.
    - Motion to approve report made by Hendren, seconded by Fillbrandt, all were in favor and the motion passed.

- Synergos/Executive Director Update (Carlson)
  - ITEM merger - working on the data merger with the dues structure for special rate for the first year, and then full MLA members for second year. May have the data into the system this week (but definitely before June 30).
  - Had a great meeting on June 16 with MLA executive committee - announced Mattison merger (Indianapolis company) as of January 1, 2023. Synergos will be getting more resources that will benefit MLA, and both companies are excited for
the benefits of this merger. Nothing will change for MLA, our contract remains in place.

- Communications requests: all caught up as of Friday last week.
- For the remainder of the summer, staff will be working from home on Fridays and one other day per week. No disruptions should occur, but be aware.

- Strategic 90-Day Plan (Carlis/Hendren)
  - The executive committee met on July 16 to plan for Q3 items.

- Membership Committee Report (Hanson)
  - Currently we have 528 members.
  - Need an ITEM committee representative, had some brainstorming about engagement at the conference, and with new/renewing members.
  - Talking about the member spotlight on the website as a collaboration with the membership committee.
  - Talking about discussing how membership rates are working - this isn’t urgent, but it is important. Need to figure out how to appeal to potential members of MLA who don’t hold the title of “librarian.”
  - Next meeting will be in early August.

- 2022 Division Conference Scheduling (Nelsen)
  - PLD, ITEM, MILE, and ARLD all just happened within a couple of weeks of each other. Is there a way we could spread things out a little bit so things aren’t so hard on the management company?
  - This was brought up last week with Lane and Joy, during conversation about merger - one of the reasons everything is that time period is because it’s about half-way from MLA annual.
  - Carlis will start a conversation with division chairs via email about this.
  - The earlier we have dates to Synergos the better they can plan.

Engage and Educate Members:

- Annual Conference Updates (Dress)
  - Met to discuss food/beverage costs and registration fees.
    - Recommend that the Board keep the same registration fees as the 2021 conference.
    - Expecting food and beverage to come under budget. Current budget estimate for $47,000; based on new information, have a new expectation for $32-37k.
      - The official budget wasn’t changed but this note made for future planning.
  - A/V Costs are going to be $2782, which is under the budget estimate of $12k
  - Need to create an “Actual” column in the budget spreadsheet so we can compare estimated to actual costs. It is exciting to see some of the expenses coming in
under budget - cushion eases anxiety.

- Communications Committee (Wurl)
  - New member: Laura Miller.
  - Historical documents have been added to the MLA Drive and will be using this moving forward.
  - Review documentation for:
    - Communication Committee Guidelines *we may want to check the bylaws to see if there's anything we need to adhere to.
    - Guidelines for promoting non-MLA events, services and products *Stacey, Steve and Julia, please look at this in particular.
    - MLA communications: Options and best practices for subunit and committee leaders *shared on website on our page.
- Roundup
  - We’d like to clean up the email distribution list for the Roundup. Who should be on it?
    - Someone from each subunit should be on the list (e.g. the chair), with the option of opting-out of the list.
    - Can add text to the bottom of the email that they can reply to sender to opt out.
    - This list should be revisited at the end of every year for clean-up and leadership changes.
  - Re-create Google submission forms for Roundup, Member Spotlight (self-nomination), Member Spotlight nomination in the MLA drive.
  - Bring back Member Spotlight – should it also be hosted on the website (it had been part of right side navigation on some pages) and shared via social or just a Roundup thing?
    - Idea: Can we share past presidents or historic series of posts as well as contemporary?
    - https://www.mnlibraryassociation.org/page/Best
    - There are a lot of questions about this - membership and communication committees will talk and report back at a future date.
- Social Media
  - Created a list of social media presence of subunits – check in with those community owners & collaborate so we can share content and boost posts.
  - Proposed editorial calendar for social media – what should be on it other than Annual, Division Days, and ALA info?
    - Idea: What is MLA's anniversary day? Fun archives things?
      - MLA Birthday - December 29, 1891
  - Open invitation to the Board and subunits to share ideas for social media posts.
We will review our Flickr and Pinterest accounts, and consider other platforms like Instagram, TikTok, etc.

- Website
  - Stacey updated our roster on the website so you know who is the contact for which communication tool – we still need to add Laura to the roster. Of the 4 people listed, each person has an assigned focus.
  - Review website content outside of subunit pages – and from there will create a project plan so we know when to be reviewing content.

- Synergos question
  - Can our MLA platform host Google groups as a collaboration tool? Communications has a Google group in its old account.

- Continuing Education Committee Check-in (Carlis)
  - Kirsten Clark has a ton on her plate, and she hasn’t had time to work on this and will not until August. She is still interested and looking forward to pursuing this.
  - The Board agrees that she should continue to pursue when she has time, and if Clark wants some help the Board can find folks to help move things forward.
    - Names were tossed around as ideas for Clark to lean on. Hendren will do some more digging and see if we can recruit someone from the multi-types, ITEM, or someone from LevelUp.

- Intellectual Freedom Committee Report (Eidem/Wexelbaum)
  - No update.

- PLD Update (Schneider)
  - No update.

- ARLD Update (Nelsen)
  - Will be sending a bunch of website updates to Jennifer in the next few days.
  - The person who was the legislative liaison; so will be discussing how elections are held this year (for almost all the positions). Looking at the ARLD/MLA bylaws to see how they might be able to keep the board balanced in experienced/new members. (Look at Article VI of MLA Bylaws.)

- ITEM Update (Krohn/Hydukovich)
  - No update

Activate Library Advocacy:
- Legislative Update (Lynch)
  - Have an RFI posted on the Minnesota Government Relation Council site. The steering committee will be meeting the week of July 11th.
  - Have information for the legislative forum in August up on the MLA website Events page.

- Legislative Steering Committee Meetings (Lynch)
  - Meeting the week of July 11th.
Develop Leaders
  ● MILE recap (MILE Co-chairs)
    ○ Really successful conference.
    ○ Feedback from survey: overall response was incredibly positive.
      ■ What did you like about MILE?: the improv, the accommodations, the session on implicit bias by Kuma.
      ■ People want MILE to stay in-person.
    ○ Will be giving all the feedback to the new cohort as they plan for 2024.
    ○ Budget review:
      ■ Were able to accommodate 27 instead of 25 attendees.
      ■ Had a few goals:
        ● attendees only have to pay for the cost of lodging and food - met - thanks to sponsorships.
        ● Keep attendee fees affordable to encourage attendance - met - subsidized cost with sponsorships from MLA, MLF, and MDE.
      ■ Revenue outpaced expenditures which was great because it reduced costs for attendees. Super thankful to sponsors who make MILE happen.
        ● Under budget on speaker honorariums, and virtual speakers played a huge factor in reducing costs.
      ■ Moving forward:
        ● MLF will be unable to sponsor MILE at the same level in years to come ($15,000).
        ● Sugar Lake Lodge was great and LOVED having MILE attendees there. They were super flexible and went above and beyond for attendees.
        ● Have established a long-term working group to ensure MILE can continue in future.
        ● Looking at reducing the cost of MILE through creative means (changing locations, finding more speakers from profession willing to speak for small honorarium rather than fee).
    ○ Questions that came up:
      ■ What happens with the revenue that may be left over from MILE? Can that be moved forward to the next MILE cohort instead of being reabsorbed by MLA?
      ■ Could we just sign a contract with Sugar Lake Lodge and perhaps get a discount for committing to the next 2-3-5 years there?
      ■ Excited to have the VTO to ask questions of and tap for information about previous MILE cohorts/experiences.

Strengthening our Organization:
  ● Anti-Racism Discussion (Hanson)
    ○ Move to find time another time we can set aside outside of the Board meeting to spend more time on this discussion.
    ○ Taking more time will be better for the board - perhaps on a quarterly basis.

  ● Policy Review:
    ○ Treasurer
      ■ Question about number three under Duties: “Serve as Chair of the MLA Budget and Finance Committee.” The bylaws state that this is a standing
committee, but don’t say who should be on it, how often it meets, and such.

- The B&F Committee is listed in Policy Manual - need to insert a cross reference to this in the bylaws. Should update the Policy manual to reflect the job descriptions and bylaw language.
- Further conversation is needed to flesh out who needs to be on this committee.
- Motion made by Pundsack to approve the policy as it stands, seconded by Hendren, all were in favor and the motion was approved.

  - Chair, Intellectual Freedom Committee - will pursue this at the July meeting.
  - Member-at-Large

- Question: Is an “ex-officio member of the MLA Membership and Communication Committees as liaison of the Board”. But on the website it says that Member-At-Large is the chair of the Membership Committee.
- Question: should be at the Communication Committee meetings?
- Need to remove number 4 under Duties: “Serve as MLA liaison to Minnesota Library Foundation.”
- Need better transition of duties/power from one elected member-at-large position to the next.
- Will set a meeting to discuss this further to make a recommendation to the Board re: this job description. Hendren, Carlis, Hanson to meet at a later date.

  - ARLD Chair - will pursue this at the July meeting.
  - PLD Chair - will pursue this at the July meeting.

**Other:**
- Items from the Floor:
  - None.
- Reminders:
  - Let Carlis/Harsin know if you have things you want to add to the agenda by July 10th.
  - Next meeting: Monday, July 18th, 2022.

**Meeting adjourned at 6:03 p.m.**

**May Board Packet materials:**
2022-06-20 Board Meeting - Google Drive