



MINNESOTA LIBRARY
ASSOCIATION

Minnesota Library Association

Board Meeting Agenda

Friday, February 16, 2018

10:00 AM – 12:00 PM

Present: Ryan McCormick (President), Amy Boese (Past President), Kirsten Clark (President-Elect), Jonathan Carlson (Treasurer), Tasha Nins (Member-at-Large), Sara Ring (MLA/ALA Chapter Councilor), Jim Weygand (MLTA Chair), Jill Smith (PLD Chair), Anne Hatinen (Intellectual Freedom Chair), Ann Walker Smalley (Legislative Chair), Sarah Hawkins (Secretary), Phil Dudas (ARLD Chair).

The meeting was called to order by McCormick at 10:02am.

Approval of Consent Agenda

Boese moved to approve the consent agenda. Hatinen seconded. All were in favor and the motion was approved.

Approval of financials* (Carlson)

Carlson provided the following financial report for January 2018:

1. **Total Assets:** \$187,883.47
2. **Total Revenue YTD:** \$12,203.71
3. **Total Cost of Sales YTD:** \$0
4. **Monthly Expenses for January:** \$11,852.17
5. **Showing YTD Net Income/(Loss):** \$351.54 net income

Smith moved to approve the January financials as presented. Clark seconded. All were in favor and the motion was approved.

Engaging our members

2018 Conference Update (Boese, Clark, McCormick)

McCormick shared that the 2018 conference theme is “Programmed to Lead” and showed the conference logo, which will be finalized at the Conference Committee meeting.

MLA Community Calendar (Dudas)

The board discussed the purpose of the calendar (to list every MLA related event or to highlight the big MLA events), after a request to have ARLD board meetings included on calendar. Walker Smalley recommended also including deadlines (i.e. RoundUp, conference proposals, etc.) and other committee meetings. Schoenberg will investigate if we can determine which events are displayed on the sidebar widget. MLA would then highlight big events on the sidebar, but include all events on the main calendar.

Strengthening our organization

MHQ Update (Schoenberg)

Schoenberg reported that in the past month MHQ worked on Legislative Day registration, the internal project plan for MHQ at annual conference, the MHQ strategic plan proposal, and preparing for the audit which will be March 5th.

Code of Conduct (McCormick/Dudas)

Consensus is that MLA needs a Code of Conduct. Dudas recommended adopting ALA's statement, as it would be nice to point back to if ever challenged. The board discussed who the contact person should be (MHQ office, presidential trio, someone on site); Weygand recommended looking into an emergency phone. Ring will ask ALA Conference Committee about frequency of incidents this year as well as training received by contact people; Dudas will ask LibTech the same questions.

Strategic Plan Proposal (McCormick)

The board discussed the two current proposals, particularly in regards to McCormick's desire for member engagement, a packaged final product, and plans for continuity as roles change. The presidential trio will walk through an RFP template and bring it to the next board meeting.

Corporate Sponsorships (McCormick)

McCormick asked the board if it wishes to investigate corporate sponsorship, in the form of ads on the MLA website, including an annual sponsorship package for both conference and web sponsorship. Nins recommended MLA have a separation policy if a sponsoring company does something against MLA values. ALA and its affiliates have corporate sponsorship policies; Clark will investigate adapting those for MLA's purposes, with the intention of approaching conference sponsors first.

Photo Release Policy (McCormick/Dudas)

Dudas recommended tying a photo release policy into a code of conduct as it is developed. The policy would apply to official MLA promotional materials only, not individuals' photos. Hatinen recommended including opt-out as part of registration, as well as displaying in programs or other signage at the event for an option to opt-out the day of as well.

Educating & activating a library support network

Nature-Smart Libraries (McCormick/Boese)

There was general confusion about what Nature-Smart Libraries wants from MLA, as the expectations appear to be different in the letter vs. the presentation. After discussion, Boese recommended rewriting the letter in a way that MLA supports and see if it meets Nature-Smart Libraries' needs. Walker Smalley would like to see policy on how these partnership requests are handled in the future; McCormick recommended adapting the sponsorship policy to use MLA's name rather than just funds.

Legislative Update (Walker Smalley)

Walker Smalley shared the new Minnesota Library Advocacy website. The new advocacy videos are posted, both as a whole video and broken up into segments, along with embed codes. The Because Contest received over 70 submissions, which are all posted on Advocacy website. Winners will be announced next week. The Minnesota specific statements will be printed on stickers for Legislative Day as well as on thank you cards. Walker Smalley met with Senator Latz, who shared his talking points on net neutrality. An email list of must-visit legislators will go out prior to Legislative Day. There is a new

Legislative Update newsletter; the second issue went out this week to all MLA and ITEM members. The listserv will still be used to announce Wednesday meetings; the March meeting is being rescheduled.

Developing and equipping our leaders

Emerging Leader Project (Nins)

Nins shared that her Emerging Leader Project is working with the Association for Library Service to Children (ALSC) to increase cultural competency for librarians working with children through educational videos. Nins is part of a group of five who are researching and will create scripts; eventually ALA will create the educational videos.

St. Kate's Mixer Recap (Nins)

Nins reported there was good turnout at the event, mostly students and alumni. There was nice sign that said "Bowling Shoes Brought to you by MLA." Nins will ask St. Kate's and student groups for pictures of the event as well as locating the sign.

Other

The next social event is the LibTech Happy Hour on March 14th, sponsored by ARLD. Registration will be on the website soon.

McCormick reported that both he and Carlson are receiving harassing emails. Board consensus is remove emails from the public Board of Directors page on the website and have a general comment form that could be routed as appropriate instead.

Ring shared that ALA Midwinter wrapped up on Tuesday, February 13th. Ring will present her Chapter Councilor report at the next board meeting. The ALA Chapter Relations Committee has begun presenting regular free webinars. Ring will forward registration for the next webinar "Friends like These: Maximizing Your Relationships with Friends and Trustees" on February 28th.

A call for volunteers went out in early February. ARLD had a good response. Ring reported there was no response for the Digital Preservation Task Force; work for the Task Force will begin in June.

Adjourn

The meeting was adjourned at 12:01pm.