

MUSIC LIBRARY ASSOCIATION
Minutes of the Board of Directors
Online Meeting, July 11, 2013

Thursday, July 11, 2013, 2:06-3:28pm EDT

Present: Linda Blair, Stephanie Bonjack, Pamela Bristah (recording), Paul Cary, Michael Colby (presiding), Michael Duffy, Paula Hickner, Steve Landstreet, Jerry McBride, Rick McRae, Mark Scharff

The meeting was called to order by President Colby at 2:06pm.

1. Agenda

It was moved by Pamela Bristah and seconded by Steve Landstreet to approve the agenda. The motion passed unanimously.

2. Vote on revised conference budget and fees

The Finance Committee made three motions to amend the FY 2013/14 budget passed in May 2013 in order to deal with the loss of anticipated price concessions for the 2014 Atlanta meeting. The original budget was based on an April 2013 proposal from the Atlanta hotel to change the meeting dates; the hotel offered discounts on audio/visual and other services as a concession. At its May meeting, the Board agreed to the proposal, and based the MLA FY2013/14 budget and registration fees on the discounted rates. The hotel then rescinded its offer, leaving the conference at the original dates and price. The Board had already cut the convention budget considerably at its May meeting to ensure the conference would not run a deficit; the only other option was to raise the already ambitious fundraising goals for the conference. The Finance Committee proposed increasing registration rates \$10 above 2013 levels for all categories except Regular Student.

The Finance Committee recommends that the 2013/14 budget be amended as reflected in the July 8, 2013 Convention Budget spreadsheet. The motion passed unanimously.

The Finance Committee recommends that the registration fees for the 2014 Atlanta meeting set at the Middleton meeting in May 2013 be rescinded. The motion passed unanimously.

The Finance Committee recommends that the registration fees for the 2014 Atlanta meeting be set at the following levels:

- Early member \$270**
- Early member 1st 3-years \$220**
- Early non-member \$370**
- Reduced for work \$170**
- Regular members \$370**
- Regular non-member \$470**
- Regular student \$100**
- Single day \$145**
- Accompanying person \$135**

The motion passed unanimously. Colby will notify the Convention Managers.

3. Discussion of social media

Bonjack drafted an initial plan for the MLA blog and Facebook page, and to initiate a MLA Twitter account. Board consensus was to move quickly on the blog, and to establish a task force to create a comprehensive plan for social media.

Regarding the blog, Bonjack proposed technical upgrades (visual continuity with MLA site, sharing buttons at the top of each entry, obvious links for receiving posts via RSS or email, formatting the home page so each post had a summary and a link to the full article), and additional content in a variety of categories, representing a wide variety of musical genres and interests; topics and genres represented by the MLA roundtables and committees would all be considered.

The Board had concerns that the Web Committee, although willing to take on the blog, needs to focus on migrating MLA site pages from Ektron to YourMembership.com over the next few months. Bonjack will contact

Web Committee Chair and Web Manager Verletta Kern to see how feasible it is to get the blog moving in the direction of her plan as quickly as possible, and to help her find contributors.

Regarding Facebook, MLA has an official page, and there is also an unofficial Facebook group for music librarians. The unofficial Facebook group has about 150 people signed on, and features discussions similar to those on MLA-L. Board consensus was that it is fine for the roles of the two Facebook sites to overlap; both can and should feature questions, discussion, and news.

The Board also agreed that the number and complexity of the issues and options require a task force to create an overall plan for social media. The blog may be fairly straightforward, but ideally, all social media—Facebook, the blog, LinkedIn, Twitter, and etc.—should be considered together.

It was moved by Jerry McBride and seconded by Mike Duffy to approve establishment of a social media task force to make plans for social media including the MLA Blog, and to make recommendations to the Board by December 2013. The motion passed unanimously. Colby will draft a charge for Board review, and will put out a call on MLA-L to recruit task force members, with Bonjack and Landstreet as possible liaisons.

4. Other

The Board considered a recommendation to stop sending *Notes* as of the September issue for those who don't renew by the time the September issue is ready to ship. Before the Board makes a decision, Colby will confer with the *Notes* Editor and the chairs of the Publications and Membership Committees.

5. Next Meeting and Adjournment

The next meeting of the Board will be held online on Tuesday, August 27, 2013, 2-3:30pm EDT.

It was moved by Mark Scharff and seconded by Pamela Bristah to adjourn the meeting. The motion passed unanimously. The meeting adjourned at 3:28pm.

Appendix I: New Policies Adopted by the Board

No new policies were adopted.