MUSIC LIBRARY ASSOCIATION
Minutes of the Meeting of the Board of Directors
Iowa City, Iowa, September 15-17, 2010

Wednesday, 15 September: 1:33PM-5:45PM; Thursday, 16 September: 8:43AM-5:52PM; Friday, 17 September: 9AM-2:50PM

Present: Linda Blair, Pamela Bristah (recording), Susannah Cleveland, Linda Fairtile, Stephen Mantz, Jerry McBride, Ruthann McTyre (presiding), Jenn Riley, Michael Rogan, Cheryl Taranto, Liza Vick

Guests: Bonna Boettcher (VIII.B, IX.H, XIII.A), Jim Cassaro (all), Michael Colby (XIII.A, XIV.F), David Gilbert (XIV.F), Judy Tsou (XIII.A, XIV.F)

The meeting was called to order by President McTyre.

I. Approval of Agenda

It was moved by Linda Fairtile, seconded by Cheryl Taranto, and carried unanimously that the agenda be approved, with corrections.

II. Recording Secretary’s Report. Pamela Bristah

It was moved by Jenn Riley, seconded by Stephen Mantz, and carried unanimously that the minutes of the Board meeting held in Middleton, Wisconsin, May 26-28, 2010 be approved as corrected.

III. Parliamentarian’s Report. Stephen Mantz

Mantz drafted four constitutional amendments for membership vote:

1) To create the position of Assistant Treasurer/Executive Secretary and add it to the Board of Directors as a non-voting member.
2) To define broad classifications of membership (Article III.B) and authorize the Board to establish membership categories within those classifications (Article III.C). This change will give the Board the flexibility to manage the Association's membership groups without requiring constitutional changes. The constitutional revision does not change the current membership categories. Regarding membership privileges (Article III.E), move specific language re: publications to the Administrative Handbook, to allow for possible electronic member subscriptions to Notes via JSTOR and Project Muse; add that IAML member voting privileges are under the jurisdiction of IAML’s constitution.
3) To allow Board voting between meetings, so that the Board may conduct business between Board meetings when necessary.
4) To replace references to "mail" with “distribute” in relation to ballots and notices of meetings, to ensure that electronic voting is constitutionally permissible.

These four amendments will be on a ballot along with constitutional amendments required by the IAML-US merger, should the membership approve the merger at the Philadelphia meeting in February 2011; the ballot will go out immediately following the meeting. Mantz also drafted revisions to the Administrative Handbook, required should the amendments pass. The fall 2010 ballot will consist only of Board member-at-large nominees.

Mantz expects to complete his revision of the Administrative Handbook over the next two months; all revisions are subject to Board approval. Rather than replicate constitutional language, the revised Handbook will link to the Constitution, online.

IV. Treasurer/Executive Secretary’s Report. Michael Rogan

It was moved by Linda Fairtile, seconded by Stephen Mantz, and carried unanimously to reappoint Michael Rogan as Treasurer/Executive Secretary, with the Board’s deep thanks.

Data used in this report comes from the 1st Quarter Reports of FY2010-2011 as of 30 September 2010, which corrects and elaborates the partial information available during the Board meeting held two weeks prior to the close of the Quarter.

Budget

Ordinary Income at the close of Q1 totals $141,001.68, which is 32.3% of the budgeted amount of $436,640.00 for Fiscal Year 2010-2011. First Quarter income is primarily from Dues, which totaled $107,925.00, or 88.9% of the budgeted expectation of $121,440.00. This represents a continued decline in membership renewals, even moreso than what was anticipated when formulating the FY2010-2011 budget.
Total Operating Expenses to date amount to $68,090.60, or 13.8% of the total budgeted amount of $492,721.00 for FY2010-2011.

Investments

Investment accounts as of September 30, 2010 were at a total value of $823,879.68, of which $9,450.00 has been set aside for the FY2010-2011 Awards, $50,000.00 set aside to support Strategic Planning, and $5,115.00 set aside in case there are necessary requests resulting from budget cuts made for this year. These funds are set aside as Board Designated Assets in a money market account at Fidelity Investments. What is not needed to be expended in FY2010-2011 will be returned to its appropriate investment vehicle.

Award Fund totals at September 30th do not yet include donations made during the first quarter of the new Fiscal Year.

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Several award funds held in Fidelity Temporarily Restricted Funds have had assets transferred from their corresponding Calvert Temporarily Restricted Funds so that the full award amount could be paid out later this year.

Membership

Dues renewals continue to come trickling in, despite the late date. We are still below where we expected to be — which was already a reduced target, based on last year’s continuing decline in overall membership.

We are also preparing for our first ever online voting for an MLA election, using Survey Monkey, which can provide us with assurance of one member-one vote. We currently have 659 eligible voting members. For comparison (and corroboration of membership decline), in 2009 we had 685 eligible voting members, and in 2008, there were 777 eligible voting members.

Publications

Rowan & Littlefield, the parent company of Scarecrow Press, has finally sent MLA the 2009 Royalties. The check to MLA totals $2,888.14, from which MLA will pay to authors and editors their percentages totaling $1,546.95, leaving a net income of $1,341.19.

We are still working on getting a current distribution contract with Rowan & Littlefield for remaining Scarecrow/MLA inventory.

Audit

SVA is currently working to complete the FY2009-2010 audit as well as the 990 tax return for the same period.

V. Vice President/President-Elect’s Report. Jerry McBride

The Northern and Southern California Chapters are exploring the possibility of merging.

An Archives Committee Task Force (Gerry Ostrove, Chair, Connie Mayer, Linda Blotner, Linda Blair, Michael Rogan, Vince Novara) was formed to explore how the MLA Archives should be administered in future and what role the Archive Committee should play. The Task Force plans to complete its work in early December, and will present its report and recommendations for Board consideration in Philadelphia. The previous recommendation made by the Planning Committee to investigate archiving of electronic documents will be taken up by the reconstituted Archives Committee, once the Task Force has completed its work.

VI. President’s Report. Ruthan McTyre

Since the May Board meeting, I have:

Appointed Virtual Educational Outreach Program (EOP) Task Force: “The charge of the Virtual EOP Task Force is to examine the various technologies available for the purpose of establishing continuing education opportunities in a virtual environment. (Virtual meeting and virtual convention issues will be addressed elsewhere.) The Task Force will bring a report and recommendations, along with related costs, for a pilot project
using the Education Committee’s EOP Program to the Executive Board at the Philadelphia meeting in February 2011.”

Appointed 3 search committees: Copyright Website Editor, chaired by Connie Mayer; Placement Officer, chaired by Sheridan Stormes, with its work completed; and Advertising Manager, chaired by Sarah B. Dorsey.

Consulted with Therese Dickman regarding the proposed Oral History Committee (See New Business.) Interviewed for Library Journal (15 July 2010) and also for Encore e-zine (http://encore.celebrityaccess.com) by Larry LeBlanc. This is an online music industry journal. The most important thing I learned after reading the interview is that I use the word ‘really’ way too much. My sincere thanks to Michael Rogan for his editorship and advice on the Library Journal article.

Planned the September board meeting here in Iowa City. My thanks to University Librarian, Nancy Baker, who provided Friends of the Libraries money for catering as well as a University vehicle for transport, saving the association some money getting board members to and from the airport.

As I approach the last 100 days of my term as President, I think the most important part of my job has been being accessible to the membership. Communication, and lots of it, is right at the heart of this job, not just through the newsletter and listserv communications but in the constant one-on-one communication. It has been a steady reminder to me that MLA is a huge part of many peoples’ lives and careers and what a responsibility that places on us, the board, to take the time to listen to them. There have been days when that meant I never did one minute of work for the Rita Benton Music Library but I talked or e-mailed with many MLAers, none of whom are shy about expressing their opinions. Working with them and with amazing and dedicated board members, and of course the A-R folks, has been the highlight of my career.

VII. Editors’ Reports.
The following reports were submitted for review by the Board. When the editor requested no action from the Board, the publication and editor’s name is merely listed. In the case in which Board action is requested, a fuller discussion follows. In all cases, the Board sincerely thanks the editors for their efforts.

Publication editors are reappointed annually, but in the past, had no maximum term limit. Two years back, the Board asked the Publications Committee to bring term limits for publication editors in line with those for committees and special officers, with the understanding that outgoing editors will have one year to complete publications that are in the pipeline. The Publications Committee recommended editors serve for a maximum of five years. Last fall the Board grandfathered all editors for one additional year; this is the first year to review editors in light of the new five-year term guideline. Board consensus was to balance the guideline and the opportunity to involve other MLA members in these crucial roles, against having searches for all editor positions simultaneously.

A. Basic Manual Series (Jean Morrow)
   It was moved by Liza Vick, seconded by Susannah Cleveland, and passed unanimously to reappoint Jean Morrow as Basic Manual Series Editor for one year.

B. Basic Music Library (Daniel Boomhower)
   It was moved by Jenn Riley, seconded by Stephen Mantz, and passed unanimously to reappoint Daniel Boomhower as Basic Music Library Editor for one year.

C. Copyright Web Site (Eric Harbeson)
   Eric Harbeson is outgoing editor; a search is underway for a new Copyright Web Editor.

D. Index and Bibliography Series (Mark Palkovic)
   It was moved by Cheryl Taranto, seconded by Liza Vick, and passed unanimously to reappoint Mark Palkovic as Index and Bibliography Series Editor for one year.

E. Music Cataloging Bulletin (Mickey Koth)
   It was moved by Jenn Riley, seconded by Linda Fairtile, and passed unanimously to reappoint Mickey Koth as Music Cataloging Bulletin Editor for one year.
   It was moved by Stephen Mantz, seconded by Susannah Cleveland, and passed unanimously that the Board initiate a search for an assistant editor of the MCB to assist with technological aspects of production, and to train with the current editor as soon as appointed. The search committee will present its recommendation to the Board by the Philadelphia meeting, February 2011; the assistant editor will assume full editorship in fall 2011.

F. Newsletter (Misti Shaw)
   It was moved by Susannah Cleveland, seconded by Linda Fairtile, and passed unanimously to reappoint Misti Shaw as Newsletter Editor for one year.

G. Notes (Jane Gottlieb)
Gottlieb requested Board action on clauses in vendor contracts with Ebsco, Gale, Wilson, et al., that allow the vendor to sublicense Notes content. McTyre had previously requested MLA’s counsel, Kathryn Miller Goldman, recommend a course of action regarding on the Gale/Farlex Free Library use of Notes content, and expects to get a response once Goldman’s IAML-US work is completed. Given that Gale responded to MLA’s inquiry with a reasonable offer to renegotiate the license to preclude sublicensing, and given that Gale is working within our existing contract at present, Board consensus was not to issue a take-down order at this time, and to renegotiate contracts to remove clauses allowing sublicensing. McTyre will follow up with Gottlieb and Tracey Rudnick, asking Rudnick to renegotiate licenses to remove sublicensing clauses, and to check vendor contracts to determine if sublicensing royalties are paid at the same rate as royalties for directly licensed content. McTyre will post the outcome to MLA-L.

Gottlieb was appointed in January 2010, and is not up for reappointment at this time.

H. Technical Reports (D.J. Hoek)
D.J. Hoek is outgoing editor. The focus and title of the series is under review by the Publications Committee, to be followed by a search.

I. Web Editor (Jon Haupt)
Haupt requested Board consideration regarding additional web editor positions and creating a web developer position, in light of strategic planning. McTyre will ask the Strategic Planning Task Force to evaluate Haupt’s request, and will contact Haupt and Assistant Web Editor Michelle Oswell.

It was moved by Susannah Cleveland, seconded by Liza Vick, and passed unanimously to reappoint Jon Haupt as Web Editor.

Michelle Oswell was appointed in March 2010, and is not up for reappointment at this time.

VIII. Special Officers’ Reports
The following reports were submitted for review by the Board. In the case in which the officer requested no action from the Board, the officer’s name and their title is merely listed. In the case in which Board action is requested, a fuller discussion follows. In all cases, the Board greatly appreciates the officer’s contributions to the organization.

A. Advertising Manager (Wendy Sistrunk)
The Board warmly thanked outgoing Advertising Manager Wendy Sistrunk for her five years of service.

B. Convention Manager (Bonna Boettcher)
For the 2011 convention budget and registration rates, see Finance Committee, IX.H.
Boettcher and Assistant Convention Manager Laura Gayle Green wrote an article on preparing for and running the annual meeting, to appear in the November-December MLA Newsletter.

The Board discussed the possibility of combining general and convention budgets into a unified budget, either incorporating the convention budget into the general MLA budget process and timetable, in time for the spring Board meeting, or moving approval of the general budget to the fall Board meeting. In discussing the first option, Cassaro had concerns that institutions would be less likely to donate towards the end of their fiscal year, as opposed to early July. Rather than taking either step, Boettcher proposed allocating funds for a possible convention overage in the general budget. Riley had concerns that moving the convention budget deadline to spring would result in less timely programming, as the program would be due at least nine months in advance of the convention. Regarding the second option, Rogan noted it would require MLA to shift its fiscal year to October-September, affecting much of the MLA calendar.

The Board agreed instead to explore setting a program budget in advance for the 2012 Dallas meeting, with set amounts for external speakers and for audio-visual and Internet services, and a set number of meeting rooms and equipment setups. The Program Committee will have the program budget and the room/equipment/schedule matrix as parameters to work within; the schedule and number of rooms with a/v and Internet connections will be included on the program proposal form, so those proposing programs can fit their proposals into what’s possible. Without a fall budget deadline, the Program Committee will have additional time for the program process; proposals could be due as late as July or August. Having a room/program schedule grid should create a more coherent schedule, with fewer overlapping sessions.

To begin reducing the meeting footprint, an earlier Planning Committee recommendation based on the conference survey may be implemented for the 2012 or 2013 meeting: to schedule all committees on one day, or at the start and end of each day, along with roundtables, with program sessions held mid-
McBride will poll MLA chapters to determine whether they must meet in Philadelphia; possibly only the chapter hosting the next conference would require a scheduled meeting room, for planning, and to meet with the Development Officer re: fund-raising.

McTyre and Boettcher will contact 2012 Program Chair Morris Levy regarding these changes. Other Planning Committee ideas regarding future meetings, in conjunction with the strategic planning process, are:

- Task the convention managers to find out what meeting room footprint is “normal” for MLA’s room block. If MLA could fit its convention into less space, the association would have more hotels to choose from and negotiate with, and possibly less expensive meetings.
- In future, committees should be able to use technology to do more of their work throughout the year, requiring less business meeting time at the conference.
- The 2014 meeting in Nashville would be the first opportunity to significantly reduce the meeting footprint, as the hotel contract is still under negotiation. But as there is a possibility of meeting jointly with other organizations in 2014, and as collaboration has emerged as an important goal in the strategic planning process, reducing the meeting footprint by a significant amount may be postponed until the 2015 meeting.
- Ultimately, re-evaluate the administrative structure, in conjunction with the strategic planning process, and balanced against the benefit of members’ broad participation in MLA.

It was moved by Stephen Mantz, seconded by Jenn Riley, and passed unanimously to reappoint Bonna Boettcher as Convention Manager.

C. Development (Jim Cassaro)

The Board supported Cassaro’s proposal to add a list of donors and development opportunities to MLA’s web site.

The number of sustaining members has increased from 49 last year to 62 this year.

It was moved by Pamela Bristah, seconded by Linda Fairtile, and passed unanimously to reappoint Jim Cassaro as Development Officer.

1. MLA Promotional Sales (Mary DuMont Brower)

No report submitted.

D. Placement Officer (Susannah Cleveland)

No report submitted.

The Board unanimously ratified the emergency vote to appoint Alisa Rata Stutzbach as Placement Officer.

E. Publicity and Outreach (Renee McBride)

The Board reviewed and okayed McBride’s provisional list of MLA publications, a popular handout. An official list will be produced when there is a distribution contract with Scarecrow Press.

It was moved by Linda Fairtile, seconded by Cheryl Taranto, and passed unanimously to reappoint Renee McBride as Publicity and Outreach Officer.

F. Management Services (Jim Zychowicz)

As requested in the report, the Board discussed the rate of membership renewals this year vs. last year as part of the Treasurer/Executive Secretary’s report, section IV.

IX. Reports of Committees

The following reports were submitted for review by the Board. In the case in which the chair requested no action from the Board, the committee and the chair’s name is merely listed. In the case in which Board action is requested, a fuller discussion follows. In all cases, the Board greatly appreciates the committees’ contributions to the organization. In particular, the Board thanks the committees for submitting goals as part of their board reports this year.

A. Awards

Morris Levy (Walter Gerboth Award Committee), Michael Colby (Kevin Freeman Travel Grant Committee), David Hursh (Carol June Bradley Award), Andrew Justice (Publications Award Committee), D.J. Hoek (Dena Epstein Award Committee)

The Best of Chapters’ winners do not require Board approval, and were awarded in July 2010 by the Best of Chapters Awards Committee.

The Board unanimously ratified the emergency action approving the recommendation of the Carol June Bradley Award Committee.
It was moved by Susannah Cleveland, seconded by Cheryl Taranto, and passed unanimously to accept the recommendation of the Dena Epstein Award Committee. Kevin Freeman Travel Grant proposals are due October 1. The Committee makes their recommendation after the fall Board meeting for between-meeting Board consideration as an emergency action.

It was moved by Liza Vick, seconded by Jenn Riley, and passed unanimously to accept the recommendation of the Walter Gerboth Award Committee.

The Vincent H. Duckles Award was not awarded this year.

It was moved by Susannah Cleveland, seconded by Liza Vick, and passed unanimously to accept the recommendation of the Richard S. Hill Award Committee.

It was moved by Jenn Riley, seconded by Linda Fairtile, and passed unanimously to accept the recommendation of the Eva Judd O’Meara Award Committee.

B. Bibliographic Control (Kathy Glennan)

C. Career Development and Services (Sheri Stormes)

The committee’s conference budget request was submitted outside the convention budget schedule. McTyre will direct the Committee to check with the Convention Manager for the amount allocated for the New Members’ Forum banquet, and will inform the Committee that the allocation includes funding from the Wicker Fund.

D. Development (Abigail Cross)

E. Education (Grace Fitzgerald/Gerry Szymanski)

McTyre will follow-up to clarify the Committee goal, “To organize and oversee the project to evaluate virtual meeting products, with a report for the Philadelphia Board meeting.”

F. Emerging Technologies and Services (Grace Fitzgerald/Gerry Szymanski)

G. Facilities (see Old Business, XIII.C)

H. Finance/Investments (Linda Fairtile)

The 2011 convention budget originally showed a $20,300 deficit. The Finance Committee and Convention Manager found cuts that reduced the deficit to $12-13,000. The catering minimum is $80,000, plus 20% gratuity (less than in San Diego) and tax. Audio/visual and Internet costs are estimated at $28-32,000. Exhibitor fees remained the same as in 2010; advertising rates increased slightly.

Events that go towards reaching the catering minimum include: the Notes luncheon (paid from the Ochs Fund); the Donor Reception (funded by development fund-raising); MOUG catering (paid from MOUG registration fees); Town Hall meeting catering; and possibly, LAC- or donor-funded coffee breaks. The catering emphasis will be on events for the entire membership. Boettcher estimated attendance at the low end, at 300 early member registrations and 164 additional attendees. Given the high density of libraries in the Northeast and given that the hotel is $50 per night less than in San Diego, the number of registrants may exceed her estimates. If so, a/v costs will remain the same, lowering the deficit; catering costs will increase somewhat. The deficit may be lowered further by additional fund-raising.

The Board passed unanimously the following registration fees for the 2011 convention, as recommended by the Finance Committee:

- Early member $240
- Early 1st three years $190
- Early non-member $340
- Reduced for work $135
- Regular member $340
- Regular non-member $440
- Student $100
- Single day (no banquet) $140
- Accompanying person $125

The Board passed unanimously the 2011 convention budget as submitted by the convention manager and as recommended by the Finance Committee, with amended income from registration fees.

The Wicker Fund, funded by Suki Sommer’s family to support new member initiatives, will be used to support the New Members’ Forum banquet in 2011; Rogan will provide updated numbers on the funds available from the Wicker Fund after the first quarter ends on September 30, and McTyre will notify Bonna Boettcher.
I. Legislation (Eric Harbeson)

The Board was supportive of the Committee’s idea to place editorials on copyright and other legal issues relating to music in major newspapers, in order to raise awareness for MLA policy goals, and in line with strategic planning goals to increase MLA outreach, visibility, and advocacy. The Board requested that the text of such editorials go first to the MLA President for review.

J. Nominating (Paul Cary)

It was moved by Linda Fairtile, seconded by Jenn Riley, and passed unanimously to accept the Nominating Committee’s recommended slate of candidates for members-at-large for MLA’s Board of Directors.

It was moved by Susannah Cleveland and seconded by Liza Vick to accept the Nominating Committee’s recommendation for the MLA Citation. The motion did not pass.

The Board extended its thanks to the Nominating Committee for its work.

K. Outreach (Andrew Justice)

McTyre will request the Committee establish a page on the MLA site and post their activities.

L. Planning (Jenn Riley)

The Committee requested the convention managers provide estimates for audio/video recording one or two plenaries at the 2012 Dallas meeting, for future sale or distribution; also to investigate whether recording would be contracted with the hotel, or be contracted separately. The number and schedule of rooms with recording capability will be included in the meeting space/room schedule matrix, and program planning will include decisions on which sessions to record; the Board suggested that sessions chosen for recording be of interest to non-members. Speakers will need to sign a waiver for recording, possibly at the program proposal stage.

The Committee is working on an MLA Committee Handbook, so that committees and chairs have documented policies and procedures for their work. Some information is already in the Administrative Handbook and MLA calendar; rather than replicate that information, the Committee Handbook will link to it. Other areas the handbook will cover: other calendar dates and deadlines; descriptions of annual and Board reports; committee terms; communication and technology tools; the MLA email list; roles of ex officio members; what, when and how to send committee documents to MLA Archives; responsibilities of the chair; budget requests; and the committee role in program development. The Handbook should be available to members by the Philadelphia meeting, to coincide with the revision of the Administrative Handbook.

The Committee’s chief agenda was to prioritize goals identified in the Strategic Planning Task Force report, to select goals that can be achieved in the short term, and to bring them to the Board for discussion on how MLA could start acting on them.

The first area the Committee reviewed was financial, based on the SPTF goal, “MLA has the financial means to achieve its goals.” MLA’s income is for the most part derived internally, from membership fees and member donations. To increase external income in the short term, the Committee recommended offering training opportunities for a fee, initially focusing on pre-conferences and/or webinars. This also supports another SPTF goal, “MLA’s professional development programs foster excellence in those who work with music collections.” The Board needs to coordinate and direct these kinds of programs, in conjunction with the EOP Task Force and Education Committee, with the goal of having the programs earn income.

Webinar training programs could be marketed through local chapters and state library associations; registration fees would be lower for members, higher for non-members. The Planning Committee suggested initial topics be of interest beyond the membership, as outreach is another strategic planning goal, and to public librarians in particular. Training programs might not make large amounts of money, but could improve MLA’s visibility and attract new members. McTyre suggested putting together a panel of members from Planning, Publications, Development, and Membership Committees, among others, to start planning for a pilot training session program. The EOP Task Force’s report is due at the Philadelphia meeting, but the panel could begin work on the pilot before that, as one of their tasks would be to develop a scaleable, viable business model (possibly with assistance from Pat Wall). If the panel begins work soon, they could be ready to submit a budget for software, instructor fees, and other expenses for FY 2012, and to start the program in that year.

Regarding pre-conferences, the Education Committee would like a standing pre-conference to train EOP trainers; these are not designed to make money, as charging trainers high registration fees would be counter-effective. Other pre-conferences may not attract large numbers of attendees beyond
the membership, depending on the number of libraries near the conference site. Board consensus was to focus initial efforts on webinars, as they have fewer geographic limitations and greater flexibility.

Another possible income stream is online advertising, either on the MLA site or online versions of MLA publications. The next advertising manager could investigate and develop a plan; initial research would include legal issues, production issues, and sales issues (the effect of online ad sales on print ad sales). Regarding legal issues, as per MLA’s auditor, the IRS has three criteria for retaining tax exempt status for advertising income: ads must be related to the editorial content of the periodical or venue in which they appear; management must make efforts to limit ads to new products; and, opportunities to advertise in the periodical must be available to all vendors who meet the first two criteria. Board consensus was to charge the next advertising manager to research and develop a plan for online advertising, as soon as possible. In future, MLA could consider putting advertising under professional management, folding it into professional convention management or overall management services.

The Committee prioritized another goal in the SPTF report, “MLA provides valued services to its institutional members” and to its individual members. Offering discounts on training registration fees is one approach; another might be to expand conference programming to interest public librarians and the music industry, plenary sessions in particular. To first attract additional attendees from public libraries, the music industry, and other sectors, MLA could provide a one year membership to non-members who register for the annual meeting, as the differential between member and non-member registration rates is exactly the cost of MLA’s annual dues. MLA could market the conference and membership via press releases on the conference program, sent to public, theater, and dance librarians, music businesses, library schools, and other cultural and library organizations in and near the host city. Offering e-access to *Notes* would also be an incentive to join and renew; offering a day pass to local performing arts organizations, with information on relevant programs, would provide visibility and bring in new attendees.

It was passed unanimously to accept the Program Committee’s recommendation that non-member registrants for the annual meeting shall receive MLA membership for the remainder of the membership year.

Other ideas in the SPTF report will expand membership by giving more value, such as providing more technological tools to committees and other groups to work outside the conference. Another SPTF goal is diversity. The Committee suggested MLA pay for or subsidize a Spectrum Scholarship, an ALA program that provides scholarships to members of underrepresented groups to attend library school; many other library organizations sponsor a Spectrum Scholar. MLA may be able to select the recipient, and could support their attendance at MLA meetings. Mark Puente is working on a related ARL-IMLS grant-funded scholarship program; McTyre will first check with Mark to determine if the ALA program would be duplicative before proceeding. Going forward with a Spectrum Scholarship would require investigating cost and timing, creating a budget request, and fund-raising; the Outreach Committee would be a logical group to do the work.

Also related to diversity is the need for membership demographics; MLA needs a way to continue to collect demographical statistics from its members. The Committee suggested linking an optional demographic survey to the online renewal/new membership form, with the data points being similar to ALA’s, for comparison. Rogan will work with A-R and Jon Haupt regarding the best mechanism to put this in place, so that the survey is an automatic part of the receipt process, and so the survey is confidential, not linked to member identities. Data collection and analysis would be an ongoing task, responsibility tba.

It was passed unanimously to accept the Program Committee’s recommendation to create a mechanism for gathering demographic data as part of the membership renewal and new member enrollment process.

The Committee recommended the Board continue to work with program committees, convention managers, and LACs for the 2011, 2012, 2013 conferences and beyond to ensure that ideas that came out of the annual meeting survey are implemented.

Technology initiatives were another focus of the SPTF report. While MLA works toward hosted, supported infrastructure to support the work of the association, in the immediate term the Committee would like to provide documentation for freely-available tools useful to MLA committees and other MLA groups. As a beta model, Michelle Oswell has developed documentation for using Skype to run a committee conference call. With slight revision, the document will go up on the MLA
site soon; Oswell and Jon Haupt will announce it to the membership, and will collect feedback to help the Committee determine whether to add more technological how-tos.

Another initiative is to help chapters design and maintain their web sites, and to encourage that chapter sites relate to the national site in terms of design, navigability, and where appropriate, content. One possibility is to hold a competition for the best new chapter site. Judging criteria would include content, navigability, and use of a basic template, for underlying uniformity and MLA branding. The competition would be for newly designed chapter sites, not existing sites.

MLA currently hosts some, but not all, chapter web sites. It would also be helpful if MLA provided use of its content management system, Ektron, to chapters. If one chapter could be persuaded to develop their site within Ektron, that site could provide a template for chapter sites; other chapters could choose to adopt the template because it makes it easier to design and maintain their site. Chapter use of Ektron would require more licenses, which MLA should have in any case. It would also require current problems with Astrachan be resolved, although Ektron is a common-enough system that MLA could expect to continue using it regardless of which company we contract with. Board consensus was to involve the web editors, asking they evaluate MLA’s readiness to support chapter web page creation in Ektron, and to develop criteria and basic templates. If problems were sufficiently resolved by the Philadelphia meeting, the Board would establish a task force to cost out a competition and create the structure for it (criteria, judges, prizes), announcing the winner at the Dallas meeting.

Regarding technology and visibility, the SPTF recommended MLA maintain an active social network presence. The Committee suggested that MLA get on Twitter and Facebook; the Outreach Committee could establish and maintain both, in conjunction with Publicity Officer Renee McBride.

Archiving conference materials on the web is a SPTF report goal. This is beginning to happen, in a good way: the San Diego conference planners were proactive in collecting material, and the Philadelphia conference web site is in the MLA Google sites account. The Committee would like a more systematic approach to archiving, which would first require more web site infrastructure, but in the meantime would like to encourage MLA program planners to continue to archive conference materials online.

Committee consensus was to wait until the Archives Task Force has completed its work before making a recommendation on the acceptance of electronic documents by the MLA Archives.

Regarding results from the recently-completed technology survey, McTyre will request a report from the Web Editors before the next Board meeting in Philadelphia. The Planning Committee will review the report and the survey results to set priorities for documenting technological tools, in addition to the Skype documentation created by Michelle Oswell. The Planning Committee will commission additional documentation, possibly from MLA committees already using specific tools. The committees could also write brief articles for the newsletter, describing their use of the tool and providing a contact for further information, and the Web Editors could publicize the Skype documentation through a brief article in the newsletter, along with featured links on the MLA site. A few of the tools could be presented in the 2011 Emerging Technologies Committee open meeting and in Hot Topics. The Skype documentation will be the first such resource on the MLA site, on a member resources page for technological tools.

Many of the Committee’s recommendations are short-term and small-scale. Changes such as involving more public and performing arts librarians and the music industry in MLA are broader and cultural, and start with MLA members doing outreach, individually. Publicity Officer Renee McBride’s involvement is also key here, as she is in contact with many outside MLA.

M. **Preservation (Sandi-Jo Malmon)**

No report submitted.

N. **Annual Convention**

1. **2011 Philadelphia Program (Laurie Sampsel)**
   
   The Committee’s budget request was considered as part of the convention budget process; see IX.H.

2. **2011 Philadelphia Local Arrangements (Dick Griscom)**
   
   In response to the LAC’s request for advice regarding a Local Arrangements reception vs. enhanced coffee breaks, and since the LAC, after a thorough search, has not found a reasonably priced venue convenient to the hotel, the Board recommended the LAC fund enhanced coffee breaks. In the recent conference survey, respondents gave enhanced coffee breaks their highest rating among conference food events. So that attendees don’t miss out on
Philadelphia’s many excellent local attractions, the Board encouraged the LAC to provide an enhanced handout on local attractions.

O. Public Libraries (Blair Whittington)

P. Public Services (Jim Farrington)

It was moved by Pamela Bristah, seconded by Jenn Riley, and passed unanimously to approve the Reference and Access Services Subcommittee draft survey on interlibrary loan; the Board encourages the committee to post the survey when ready.

Q. Publications (Linda Blotner)

The Committee’s concerns regarding the Music Cataloging Bulletin were addressed in section VII.E.

Regarding the status of published titles in the monographic series, Rogan just received an inventory list from Scarecrow Press, and is continuing to work with Scarecrow to produce a draft distribution contract. Rogan will send the inventory list to Blotner, and will update her re: progress on a distribution contract.

The Board supported that the Committee take responsibility for editing the publications sections of the MLA site, with an initial editing pass to be completed by the Philadelphia meeting.

Regarding a new name and charge for the Technical Reports Series, the Board supported naming the series Monographs in Music Librarianship, as well as the committee’s draft mission for and description of the series. The Board also suggested additional names for the series Editor search committee, including younger MLA members.

R. Resource Sharing and Collection Development (Keith Cochran)

X. Joint Committees

The following reports were submitted for review by the Board. In the case in which the chair requested no action from the Board, the committee and chair’s name is merely listed. In the case in which Board action is requested, a fuller discussion follows. In all cases, the Board greatly appreciates the committee’s contributions to the organization.

A. AMS, Joint Committee on RISM (Darwin Scott)

Scott raised two concerns, the first regarding AMS and MLA support for MLA committee members’ travel to AMS. The original arrangement was that each organization would pay half, as the joint committee meets at the AMS conference as a convenience to AMS. AMS now pays 50% of airfare only. MLA recently capped reimbursement for committee attendance to outside meetings at $500, less a 10% cut this year, so effectively a $450 cap. And, some MLA committee members attending AMS receive partial funding from their home institution. So, funding for travel to AMS for MLA members of the joint committee is complex. Fairtile proposed adding this to section V. I. 3, Current Joint Committees, a. American Musicological Society: Joint Committee On RISM.) of the Fiscal Policies Handbook:

“MLA committee members are given limited reimbursement (half of airfare) from AMS for travel to the AMS Annual Meeting. Reimbursement from MLA for other travel expenses related to attendance at AMS, including transportation, lodging, per diem, and registration, is only for that part of the specified expenses not covered by committee members’ institutions. Reimbursement is requested from the Treasurer in writing and is accompanied by written receipts for travel and lodging. See V.E.2. for budget requests.”

Or, add this language on committee travel in general to sections V.H (overall financial guidelines for committees), V.E.3 (reimbursement), or V.E.2 (budget requests), instead of adding language specifically for the RISM Joint Committee:

“Official representatives to other professional organizations may receive reimbursement from MLA for travel expenses – including transportation, lodging, per diem, and registration – related to attendance at those organizations’ meetings. Reimbursement is only for that part of the specified expenses not covered by committee members’ institutions or other organizations, is requested from the Treasurer in writing, and is accompanied by written receipts for travel and lodging. See V.E.2. for budget requests.”

Fairtile also suggested asking AMS to provide gratis registration, as ALA does for MLA representatives, as a way of offsetting MLA’s portion of the cost.

Scott also requested standardizing MLA and AMS terms on the joint committee. Board consensus was that they didn’t need to be made uniform. Kept as is, the MLA President retains presidential prerogative to extend terms for MLA members if he/she wants to keep a committee together.
Cleveland will check the MLA Administrative Handbook for language on committee term limits funding, and reimbursement, and will clean up inconsistencies. Fairtile and Cleveland will contact McTyre, McBride and Scott re: the outcome.

B. Archives, Joint Committee with University of Maryland (Gerry Ostrove)

C. MPA/MOLA Joint Committee (George Boziwick)
   No report submitted.

D. US RILM Office (Sarah Adams)

XI. Representatives to Other Organizations
   The following reports were submitted for review by the Board. In the case in which the representative requested no action from the Board, the organization and the representative’s name is merely listed. In the case in which Board action is requested, a fuller discussion follows. In all cases, the Board greatly appreciates the representative’s contributions to the organization.
   A. ALA (Stephanie Bonjack)
   B. NISO (Mark McKnight)

XII. External Liaisons
   A. MOUG (Damian Iseminger)
      The Board sincerely thanks Iseminger for his work.

XIII. Old Business
   A. IAML-US Affiliation Task Force (Ruthann McTyre, Judy Tsou)
      The Board signed two documents prepared by MLA’s counsel, Kathryn Miller Goldman, a Director’s Resolution Approving Changes to the Constitution, and a Director’s Resolution Approving a Plan of Merger; the Board signatures approved only the language of the constitutional changes and the language of the Plan of Merger, but not enactment of the changes or merger.
      As required by the MLA constitution, MLA members will vote on the proposed merger of IAML-US with MLA, and on the affiliation of MLA with IAML as its US branch, in person, using a paper ballot, at the MLA business meeting in Philadelphia, February 2011. The IAML-US membership will vote in November-December 2010. McTyre and IAML-US President Judy Tsou will be available in a 2011 MLA conference session to answer questions regarding the merger and affiliation.
      If the merger and affiliation pass, a ballot containing constitutional amendments would be mailed to the MLA membership immediately after the February 2011 meeting, with results tabulated before the spring MLA Board meeting. The amendments would include:
         • adding Washington, DC to the jurisdiction of incorporation of the Corporation
         • amending Article II of the Constitution and By-Laws to reflect any additional purposes of IAML-US, if deemed necessary
         • amending Article III of the Constitution and By-Laws to reflect modification to classes of membership as a result of the merger
         • amending Article IV(E)(1) of the Constitution and By-Laws to reflect the additional duty of the President of the Corporation to act as representative to IAML
      If the merger goes through, next steps would include:
         • MLA would become affiliated with IAML as its US branch
         • IAML activities would be included in annual MLA business meeting reports and in presidential reports
         • the MLA membership form would include a separate check-box for IAML-US membership and dues, and separate lines for IAML-US donations
         • the MLA budget would include new lines for IAML dues and IAML-US scholarships, awards, and other financial categories
         • the current IAML-US President would be a temporary, non-voting member of the MLA Board during the transition, for a minimum of 18 months, through the next membership renewal cycle
         • regarding the 2015 IAML meeting in New York City, MLA’s convention managers will act in an advisory capacity only; the MLA Development Officer will assist with
fund-raising: the IAML meeting will, as per usual, support itself financially, without MLA funding.

B. Greening Task Force Report (Linda Dempf/Sara Beutter Manus)

The Board thanked the Task Force for its report, and for its extensive research into holding green meetings. McTyre has already shared the report with the convention managers, and will forward it to program chairs and local arrangement chairs to help advise their work. The report will also be posted to the MLA site for the benefit of local chapter conference planning, and McBride will notify chapter chairs and committee chairs when the report is available. Convention managers can include the hotel questionnaire in initial hotel investigations, to give MLA’s environmental concerns visibility.

C. Facilities Committee

This committee has been inactive for some time, and no one has been found to take on the chairmanship since the San Diego meeting.

It was moved by Ruthann McTyre, seconded by Linda Fairtile, and passed unanimously to dissolve the Facilities Committee.

McTyre will report the decision and the reasons for it to the membership.

XIV. New Business

A. Oral History Committee (Therese Zoski Dickman)

The MLA President will consider the committee’s proposed charge for approval, and will appoint new members.

B. RDA Pre-Conference Proposal (Education Committee/BCC Committee/MOUG)

It was moved by Jenn Riley, seconded by Liza Vick, and passed unanimously to accept the proposal for the RDA pre-conference program.

C. Archives Task Force Update (Gerry Ostrove)

See V, Vice President/President-Elect, and XIV.A, Oral History Committee.

D. E-Voting (Stephen Mantz/Michael Rogan)

Mantz polled ALA on its electronic voting procedures: ALA uses Survey and Ballot Systems (SBS), a commercial service that distributes, collects, and tallies ballots and surveys.

Rogan received no serious expressions of concern re: the MLA trial ballot on SurveyMonkey, used for the technology survey. Michelle Oswell determined that six MLA members had opted out of SurveyMonkey, meaning they didn’t receive a ballot, and Rogan contacted them to offer a paper ballot. Reminding members who have opted out of SurveyMonkey in the past to opt in before a ballot is sent will need to be part of the voting process. A more significant problem came up with institutions that filter broadcast email, and where recipients can’t see or check filtered mail; MLA ballots could go to spam, or not be received at all. Members will need to add MLA to their “safe senders” list; instructions to add MLA as a safe sender will be incorporated into the membership registration form.

There are two ballots coming up: the first this fall, to elect new Board members-at-large, and the second immediately following the annual meeting, to vote on constitutional amendments. The Board decided to distribute both ballots electronically, using SurveyMonkey in fall, and possibly another platform in spring; Mantz and Cleveland will poll other organizations (AMS, ARLIS, Visual Resources Association, et al.) on their e-voting platforms, and will investigate possible platforms for the constitutional ballot.

Before all electronic votes, starting with the fall vote, members will be notified that the vote will take place electronically, and will have the option to request a paper ballot. The member-at-large candidate slate and biographies will be posted on the MLA site at the point of vote, so members proceed directly from reading bios to voting, to encourage maximum voter participation. The voting period will be announced on MLA-L and be posted on the MLA site; the one-month voting period will remain the same as in past elections, to accommodate any member requesting a paper ballot. Rather than announce election results at the business meeting, as in the past, MLA will announce the results of Board elections as soon as the results are tabulated and the candidates have been notified of the results; this change will be publicized at the point of vote, to encourage voter participation.

E. Virtual Board Meetings (Linda Fairtile)

At its spring meeting, the Board decided to explore meeting online in fall 2011, to save money and to encourage MLA’s culture shift to conducting more MLA business online. As the main agenda item for fall meetings is the convention budget, Fairtile asked the convention managers for their reactions: Boettcher has no video conferencing setups at her institution, and Green would regret the loss of body language. Riley noted that providing video for online meetings, vs. just audio, adds hugely to
the technical complexity of conducting online meetings. Board consensus was that offering members the technology they need to do MLA work online would have more impact than virtual Board meetings. If the constitutional amendment allowing Board votes between meetings is passed, Board meetings can be shorter, saving money.

F. Strategic Planning Task Force Update (David Gilbert)

The Strategic Planning Task Force has begun its work to build a framework for a strategic plan. The group met in Chicago just before the September Board meeting, with Ericka Patillo as consultant/facilitator. The Task Force used a collaborative web site to do exercises in preparation for their meeting, including SWOT (Strengths/Weaknesses/Opportunities/Threats), and did a data scan, assembling MLA organizational documents, including MLA’s mission statement, constitution, web site, Plan 2001, articles of incorporation, Mark Puente’s and Susannah Cleveland’s survey of personnel characteristics, and other documents. The Task Force began its meeting with a free association exercise, coming up with words describing MLA, and examined the documents gathered in the data scan. They found inconsistencies in describing MLA activities and in defining its mission, even between the mission statement and constitution. The group did an environmental scan, looking at MLA in political, social, economic, technological, and competitive contexts—for example, the position of the music library in academia, who are music library users and do we serve their needs, licensing vs. owning recorded music and its impact on preservation, technology as competitor.

The group brainstormed on a set of core value associated with MLA, then ranked them. The highest-ranked values, each of which encompasses a subset of related values, were:

- Access: Music should be findable, accessible, preserved
- Inclusivity: MLA welcomes members who work with all types of collections and all types of music in all types of settings exclusive or organizational affiliation, and from all demographic groups
- Collaboration: Collaboration between members and everyone involved in music creation, publishing, and dissemination chain is crucial to our mission
- Expertise/Professionalism: MLA fosters excellence in music librarianship through the professional development of its members.
- Advancement of knowledge about music
- Accountability: MLA exercises fairness, openness, and transparency in its decision making

The Task Force drafted goals and possible benchmarks based on these values, the framework for a strategic plan, and requested Board comments—additions, expansion, timing—so the Task Force can draft a plan to run by committee chairs and officers, and revise to bring to the open meeting in Philadelphia. The Planning Committee was charged to prioritize and sort long- vs. short-term goals; see IX.L.

XV. Adjournment

It was moved by Stephen Mantz, seconded by Linda Fairtile, and carried unanimously to adjourn the meeting at 2:50pm.