

**South Dakota Library Association
Executive Board Meeting
February 16th, 2017 1:15pm CST
South Dakota State Library, Pierre**

The meeting was called to order by President Danielle De Jager-Loftus at 1:39pm.

Board Members and Committee Chairs present: Danielle De Jager-Loftus, Mary Francis, Stephanie Brewer, Craig Johnson, Elizabeth Fox, Brenda Hemmelman, Kelly Henkel, Daria Bossman, Evan Washechek, Maria Gruener

Members Present via Phone: Melissa Clark

Members Not Present: Kathy Wibbels, Laura Allard

Others Present: Eric Erikson, Mike Mullen, Ashia Gustafson, David Bradford, Daniel Burniston

Changes/Additions to the agenda:

Danielle added Eric Erickson to speak during the Report of the President and the 2017 Conference to Continuing Business.

Consideration of the minutes of the November 10th, 2016 meeting:

A motion to accept the minutes was made by Maria and seconded by Brenda. The motion carried.

Report of the Executive Secretary/Treasurer, Stephanie Brewer:

Funds are looking good so far this year as of February and the endowment is at \$83,571.12. SDLA currently stands at 426 members. Stephanie has been busy with bookkeeping, taxes, and public relations. Online forms were created for memorializing a librarian at conference and for applying for scholarships and grants. Worked with public relations committee on a marketing plan for the association.

A motion to approve the EST report was made by Elizabeth and seconded by Maria. The motion carried.

Report of the President, Danielle De Jager-Loftus:

Eric Erickson spoke and thanked everyone in attendance for legislative day. The passing of SB31 was a very good for libraries in South Dakota. Outreach was done to the offices of the Governor and the Attorney General about what libraries do for their communities. Encouraged librarians to keep educating and building relationships with legislators throughout the coming year.

Danielle presented the conference logo and theme for the upcoming conference: 100 Years of Ideas, Innovation, & Inclusion. Danielle is sending out proposals for conference speakers and Stephanie is preparing packets for vendors. The keynote will be PC Sweeney from EveryLibrary. He will also host a panel on Thursday. Others that will be speaking include: Lee Anne Roripaugh, SD Poet Laureate; Shannon McClintock Miller, Teacher Librarian/International Speaker and Consultant; Lawrence Diggs, SD Humanities Speakers Bureau; Cheryl A. Middleton, ACRL President; and Anne Dilenschneider, SD Humanities Speakers Bureau. There will also be a town hall on the future of the association.

Report of the Past President, Kathy Wibbels:

Kathy submitted a report about the 2016 annual conference.

Reports of Standing Committees

Finance Committee:

Stephanie said that the finance committee recommended transferring the Ameriprise money market account to a 2 year CD. Ameriprise recently converted that account into a brokerage account and we will lose money on it now due to the annual fees associated with it.

A motion to move the Ameriprise account to a CD was made by Elizabeth and seconded by Evan. The motion carried.

Public Relations Committee:

Submitted a Marketing Plan for the association.

Report of Sections

Academic/Health/Special Libraries, Melissa Clark:

Nothing to report.

School/Library Media, Laura Allard:

Laura is working on professional development opportunities, social media recruiting, and committees. The second annual School Library Edcamp will be held on April 8th in Sioux Falls and in Rapid City.

Public/Trustee, Maria Gruener:

Maria has finalized the Children's Book Award committee and is working on developing the Public/Trustee section of the SDLA webpage.

Support Staff, Evan Washeckek:

Evan is working on ideas for Branch Out and developing the Support Staff section of the SDLA webpage.

Report of the ALA Councilor, Elizabeth Fox:

Elizabeth just returned from ALA Midwinter in Atlanta. The town hall meeting this year was very contentious. LSTA, NEA, NEH funding are all on the chopping block from the federal government. We will have to be very forward about advocacy efforts. Elizabeth suggested gathering up a group of SD librarians to attend ALA conference this year. The conference will be held in Chicago on June 22-27.

Report of MPLA Representative, Brenda Hemmelman:

Brenda said that the MPLA board will be meeting soon. They are looking to rename an award after Dan Chaney who recently passed. MPLA Conference will be held in South Lake Tahoe, NV on October 16-18 at the Hard Rock Hotel.

Report of Book Mark's Editor, Kelly Henkel:

Kelly has been working on increasing communication in the association. She recently created and sent out a poster to 600 libraries and continues to update Facebook. The conference website will be finished and published soon. She is working on the next issue of Book Marks after legislative day.

Report of the Federal Relations Coordinator, Daria Bossman:

Daria reported that the LSTA 2017 report is published and there will be open forums coming up soon. IMLS funding was cut 18% for the current year. This is the funding for the courier, databases, braille and talking books, interlibrary loan, etc. The electronic resource task force was created to help evaluate resources. Daria noted that it is important for librarians to talk to legislators and tell them the importance of the State Library. Now school librarians are categorized as teachers in the state and have to have a teacher certification. A Midwestern university is trying to get into South Dakota to provide an MLIS to students with more information to come.

Continuing Business

SDLA Web site header:

It will cost \$142.50 to update the web site header with a more general association header.

A motion to update the header was made by Brenda and seconded by Elizabeth. The motion carried.

EST email account:

Stephanie presented the idea of funding a GoDaddy account to host our domain and to get a domain specific email address for the association. Emails currently are flagged as spam due to the generic account name. The price is \$20 a year for the domain name and then \$79 a year to have an email account.

A motion was made to fund a GoDaddy account by Brenda and seconded by Maria. The motion carried.

Strategic Plan- Marketing Plan:

Kelly submitted the strategic marketing plan for 2017. The main goals are general association marketing, advocacy, and recruitment.

Legislative Day 2018:

Legislative Day will be in February of 2018, date is to be determined.

2017 Conference:

The 2017 Conference will be at Cedar Shore in Chamberlain, September 27-29. Danielle asked if we should keep the same conference fees as last year. We offered a 25 percent discount on conference registration to any presenters of a conference session(s), to exclude those presenting in groups of 3 or more. MPLA members got the SDLA member rate.

A motion to keep the 2017 conference fees the same as last year was made by Mary and seconded by Brenda. The motion carried.

Danielle suggested that we reach out to any vendors we know and ask that they consider attending the conference.

2018 Conference:

The 2018 Conference will be at the Sioux Falls Convention Center, September 26-28.

2019 Conference:

The 2019 Conference will be at the Spearfish Holiday Inn Convention Center, September 25-27.

2020 Conference:

Looking into having the 2020 Conference in Aberdeen, TBD

New Business

School Library-free/discounted memberships:

At the School Library EdCamp there will be a raffle for one free east river membership and one free west river membership.

A motion to offer half-price memberships for new members was made by Elizabeth and seconded by Maria. The motion carried.

New members were defined as not being a member of the association for five years or longer.

Move Capwiz to Engage:

Elizabeth stated that the ALA moved from Capwiz to Engage for a better quality advocacy platform and she is working on moving SDLA as well. Engage provides a web page for SDLA to host advocacy, calls-to-action, find a legislator by zip code, information from ALA, featured advocate, and more.

Next Meeting

The next meeting is in April and will be a conference call. The date and time to be determined.

A motion to adjourn the meeting at 3:12pm was made by Mary. The motion carried.