

**Minnesota Library Association
Board Meeting Minutes
Friday, April 19, 2013
10:00 AM – 12:00 PM
MELSA
1619 Dayton Avenue, Suite 320
St. Paul, MN 55104-6276**

Present: Kirsten Clark, Ben Trapskin, Anna Hulseberg, Kristen Mastel, Michele McGraw, Jane Blodgett, Carla Powers, Mark Ranum, Judy Schotzko, Pat Steiger (staff)

Guest: Kristen McLean

Absent: Carla Urban, Delane James

1. **Call to Order** Mastel called the meeting to order at 10:00 am.
2. **Welcome and Introduction** Mastel introduced Kristen McLean, Director of Finance of Ampere! and asked members to introduce themselves.
3. **Adoption of Agenda** **Clark moved to approve the agenda; Judy seconded;** Mastel requested 5.3 be added to discuss the MLA Award that went to McFarlane. There was also a request to remove Hulseberg from the April e-blast schedule; Clark will take it. **Hearing no further discussion – Motion passed.**
4. **Approval of March 15, 2013 Minutes** *
Schotzko identified that 6.8 repeated the first 5 words. Hulseberg noted that under 5.3 financial Q & A the second to last sentence – Bremer checking not Wells Fargo. **Schotzko moved approval; Mastel seconded; Motion passed.**
5. **Financial Report (Hulseberg)**
 - 5.1 **March Monthly Reports** Hulseberg presented March financials. The checking account balance is \$166,053 and savings is \$52,231. The small savings funds were transferred per the last Board motion of 3/15/13. Subunit breakdown has been cleaned up. Month end assets totaled \$231,641; first quarter revenue was \$31,194. Cost of sales was \$468 and other expenses YTD totaled \$33,263; Main expense categories are professional fees (\$15,865) and contract administration (\$13,500). March's other expenses total \$11,725; included \$948 in licensing expense related to the web-site. **Hulseberg moved to accept the monthly financials; Clark seconded – Motion passed.**

McLean (Ampere!) suggested that the Board look at their current assets and make recommendations, i.e. possibly move money from checking into savings to earn some interest. Ampere! was requested to look at some account options and make recommendations. Schotzko concurred and suggested that if there are 6 months in reserves, it makes sense. There is \$100,000 that could be moved into savings now while evaluating other options; it was in a CD previously. **Schotzko moved that per the recommendation of Ampere! MLA move \$100,000 from Bremer Checking to the existing Wells Fargo savings account and then complete evaluation of other options. Clark seconded motion – Motion passed.**
 - 5.2 **Financial Q&A with Ampere!** - Kristen Mclean provided her background to the Board; she has been working in commercial real estate and been with Ampere! one month. Her education and experience is in accounting.

Mclean spoke to the Board about the budgeting process and how it can be refined so that it reflects a more accurate picture which brings up questions about “what we can do differently?” Primarily focusing on investment strategies, budgeting efficiencies and cash flow, could contribute to building a clear picture. Mastel noted that it should be linked to the strategic planning. There could be a discussion with the subunits about budgeting differently and awarding funds through a different process. Mclean told members that the budget is a roadmap and based upon actual experience and it is better to be conservative; Clark pointed out that this past year the budgeted deficit was part of a strategy to invest in the membership. The goal for the upcoming year would be to have the first draft budget completed in November and adopted in December.

- 5.3 MLA Above and Beyond Award - Mastel reported that last year the Award went to Rep Carol McFarlane for \$100. Representative McFarlane requested that the fund be given to the Ramsey County Library. That request was not completed in 2012 so she requested a motion. **Mastel moved approval of allocation of \$100 for the Above and Beyond Award previously given to Representative McFarlane, to be given to the Ramsey County Library. Clark seconded it. – Motion passed.**

6. Reports

6.1. President's Report (Mastel)

Mastel reported that she, McGraw, Trapskin and Ewing, former President (serving as chair) met to begin shaping the strategic planning process. They would like to develop a more strategic/technical plan, focused on goals and objectives not necessarily reviewing the mission and vision. They are planning a two day Retreat this summer; July 18th and 19th are possibilities. They would like to hold it off site; Thinking of having a two day retreat this summer – possibly July 18th and 19th. Wanted to hold it off site; the MN Landscape Arboretum and Minnesota Humanities Center are on tentative hold. There was discussion about a possible conflict with the Legislative Forum. Information from that Forum would be helpful in the process. Ranum will get back to the group. There is \$4,000 budgeted but would need to cover space and consultant services. Members who wish to recommend someone should send the information to Trapskin or Mastel. McGraw discussed that the group discussed the need for a facilitator vs. a strategic planner. They would like to have some information to share at the conference. Expenses should be known by May and a request to increase the budget could be made to the Board if necessary.

Kristen will be at EQS (Enhancing Quality Staff) on May 21st from 7:30 -3:30 if anyone would like to join her at the table or go to sessions, they are welcome. Both McGraw and Mastel will be at St. Kate's LIS Professional Association Fair on April 29th; Amy Springer will be there for ARLD.

- 6.1.1. Association Management RFP Process – Mastel reported that this is kicking into gear this month and she will work with Steiger on this process.
- 6.1.2. Lobbyist RFP Process – Mastel did let Elaine Keefe know that the Board is considering an RFP for next year. Ranum noted that he did have a conversation with the Regional Library Directors about this; they had useful information to share from a structural point of view. He suggested sending the information to the Board.

6.2. **Executive Director's Report** (Steiger)

- 6.2.1. Membership Report - Steiger reported that membership was at 698 but referred members to the 711 number that was reported in February. There appears to be the need to do some thorough cleaning of the data to ensure that the numbers are consistent. There was a nice uptick in students which increased by 7 and there are currently 44 members in the grace period.

6.3. **Legislative Report** (Ranum)

Ranum referred members to Elaine's legislative update. The biggest issue seems to be traction in either the House or Senate. Hopefully Minitex will make it through. Waiting for the Senate to release the Legacy bill and some testifying necessary. The Tax bill is a large issue. The Higher Ed freezes will have some downstream effect on library funding. They are going to hold off on the \$3 Million dollar ask previously discussed for the bonding bill but this will help get it moving for next year. He will get back to the Board on the scheduling of the Legislative Forum.

6.4. **ALA Chapter Councilor Report** (Trapskin)

- 6.4.1. ALA request for 2014 Emerging Leaders Sponsorship - Trapskin reported that MLA will need to decide if they are going to sponsor an Emerging Leader this year; they have past 4-5 years. Typically \$1500 is approved for each conference. Last participant was already a MLA member but not attending the MILE Institute; it is a good return on investment awardees participate heavily in the organization. **Trapskin made a motion to approve the 2014 Emerging Leader sponsorship not to exceed \$3,000 annually for the annual and midwinter conference; Clark seconded it. - Motion passed.** Trapskin will get back with next steps; the search committee is usually the current president, a member at large and any other interested member. The application deadline will be August 1st with a selection deadline of September 1st; website posting and eblast will be required.
- 6.4.2 Other – An ALA Survey about dues went out. His request for the ALA to divest in fossil fuel investments is being heard in mid May, the Message Boards are busy. Mastel noted that the ALA sent a signed copy of Bill DeJohn's resolution of service with a nice seal; this will be added to archives.

6.5. **MLA Liaisons' Report** (McGraw)

- 6.5.1. MILE – McGraw reported that everything is on track with timeline and progressing; currently on budget but still wrangling with state on the \$3,000 grant: Mastel not hopeful after her discussion with the State. If additional funds are received they can be used for mentorship books or other things. All the speakers are set up. Michael Scott is the advocacy person. This is also the same day at the MLA Board meeting.
- 6.5.2. St. Kate's – McGraw reported there is no update

6.6. **ARLD Report**

Blodgett reported for Springer. Keynote Jennica Rogers will be at the conference all day. Everything is on track with 138 registrants; cap will be at 150. No last chance e-blast is necessary. Innovators awards was selected.

6.7. **PLD Report** (James) – no report

6.8. **MLTA/MALF**

Schotzko reported that the brochure is printed and will be at conference. MALF is busy planning proposals; combining of units will be discussed. Friends will have some items on *increasing membership*. They have moved the Division meeting right before lunch as a way for new people to continue the conversation. Mastel will be encouraging more programming during subunit meetings, possibly mini presentations and poster sessions.

7. Update on Activities

7.1. Logo Update * - Clark presented the information on the three finalists. The Committee recommended Beganik; they came in just under budget at \$2375.

Clark moved to accept the recommendation to move forward with Beganik; Schotzko seconded it. Mastel noted that she did not explore website and asked if they have done much work with social media. Clark confirmed that they had and will have the logo ready to display at the conference. During the design process they will use a feedback loop that includes focus groups, online surveys, etc... to have a wide venue of people. **Hearing no further discussion - Motion passed.**

8. Discussion Items

8.1. Policy Updates (Mastel) - to be reviewed at the next meeting; input can be forwarded to Kristen

8.2. Intellectual Freedom Committee (Clark) – no report

8.3. Directors and Officers Insurance Policy renewal * (Mastel) – to be voted on at the next meeting.

9. Adjournment 11:40am

Next meeting: Friday, May 17, 10:00am – 12:00pm, MELSA

** Materials distributed to board prior to meeting in board packet*

*** Materials distributed to board under separate cover*

Board Meeting Round UP eBlast Schedule

April – Clark
May – Springer
June – Ranum

July – Dewey Urban
August – Schotzko
September – McGraw

October - Trapskin
November – James
December - Powers