

Minnesota Library Association
Board Meeting Minutes
Friday, May 17, 2013
10:00 AM – 12:00 PM
MELSA
1619 Dayton Avenue, Suite 320
St. Paul, MN 55104-6276

Present: Kirsten Clark, Anna Hulseberg, Kristen Mastel, Carla Urban, Amy Springer, Carla Powers, Pat Steiger (staff)

Guest: Jodi Wurl

Absent: Ben Trapskin, Michele McGraw, Mark Ranum, Judy Schotzko

1. **Call to Order** Mastel called the meeting to order at 9:50AM.
2. **Welcome and Introductions** Mastel introduced Jodi Wurl who is with Hennepin County Library and also a member of the Communications Team. Members to introduce themselves.
3. **Adoption of Agenda** Urban moved to approve the agenda; Clark seconded; Hearing no further discussion – Motion passed.
4. **Approval of April 19, 2013 Minutes** Hulseberg noted that under 5.1 Financial Report, the minutes should read Cost of Sales 468, not 438. With that correction Hulseberg moved approval; Clark seconded- Motion passed.
5. **MNC Technology Conference** Jodi Wurl reported that MLA allocated funds to attend the conference. Wurl touched on the summary report submitted to the Board. Experimenting with video and using placeholders for YouTube and Vimeo is a way to engage membership; the *Moving Image First* session reinforced this. She noted that the videos need to be short because the majority of people quit watching within the first minute. The Geek Girls did a keynote and she was able to touch base with them; a request to repeat their presentation at the upcoming conference was made. The use of LinkedIn for organization growth and the need for a nonprofit page was highlighted. Wurl also noted using social media tools and collecting analytics are important. Ads are inexpensive and can be a powerful tool. There are a number of library applications on Pinterest. Different applications are geared toward different age groups. Encouraging more people have photos taken; at ARLD day people were reluctant. Hulseberg suggested a raffle may help; also promoting it in the Roundup is a possibility. If space is needed at the conference for this activity, the Committee should know in advance.
6. **Financial Report (Hulseberg)**
 - 6.1. April Monthly Reports

Hulseberg reported that \$100,000 is being moved from Wells Fargo to Bremer. As a follow up to the last Board meeting Ampere! will be asked to make some investment recommendations. The April Financial Report was provided in the Board Packet; the summary noted current assets at Bremer and it should have said Wells Fargo. This has been corrected. Current assets are at \$223,844; Total

revenue YTD are \$52,683; April revenue was \$21,489 boosted by ARLD day. Cost of Sales YTD was \$918; April was \$450. Expenses are mostly attributable to professional fees and contract administration; this also included the Innovator Award. Net income through April was \$6889. **Hulseberg moved to accept the monthly financials; Clark seconded – Motion passed.**

7. Reports

7.1. President's Report (Mastel)

- Master reported she has been working on contract negotiations with Ampere!
- Work with the Awards Committee has begun; President Elect, Treasurer, IFC Chair Elect, Member at Large and Legislative and ALA Chapter Chairs.
- Mastel also reported she is thinking about doing a summer Subunit orientation. Requesting a description of the business meeting and if they are doing fall programming. This year at the conference they are going to allow for substantive content in their meetings to draw people in; an e-blast could be used to encourage this.

7.2. Executive Director's Report (Steiger)

- 7.2.1. Membership Report - Steiger reported that membership was at 749 with a big uptick in new members; 23 new with a big jump in students again. Steiger also reported that she has hired Miguel Linares (an Intern) who will be working with her focused on membership, reporting and strategy. A survey will be given to membership and board to determine how best data can be provided to impact overall membership.

7.3. Legislative Report (Ranum)

Mark was unable to attend; members received an update via email.

7.4. ALA Chapter Councilor Report (Trapskin) was unable to attend and he will follow up next week with Mastel if there are any action items.

7.5. MLA Liaisons' Report (McGraw/Mastel)

- 7.5.1. MILE - Mastel reported she attended the conference Thursday and participated in a leadership panel along with Springer and Dimassis. It was a good opportunity to promote open positions. Springer it was the best venue they have experienced; very engaging. Morlock and Dimassis will be asked to provide an update at the June meeting. Amy – best venue have experienced and it was very engaging.

- 7.5.2. St. Kate's – Mastel reported that Springer, McGraw and Mastel attended event on April 29th. Urban reported that she did not have a good read on the intent of the event. Both MLA and ARLD had a table at the event but it was not clear what the

expectations were. A request to articulate the purpose of the event will be made.

7.6. ARLD Report (Springer)

Springer reported the event was a success; survey results supported this. There were many positive comments about Jenica Rogers; some negative comments about lunch and room size. She noted the event may have outgrown the space. Attendance of nonmembers was lower than the past and this impacted revenue. Student attendance was up and they pay a discounted rate. Overall 24.4% rated the event excellent and 65.9% good. Future topics of interest: radical collaborations for collections.

An ACRL webcast will be hosted at the U of M on June 13 at 1:00. The topic is Sparking Innovation and the speaker Brian is Matthews. The webcast is limited to ARLD and ACRL members only. Mastel suggested using information from these sessions. **Action Item:** a request was made to check on easel count for the conference.

7.7. PLD Report (James)

Delane reported that PLD was present at MILE and in process of regrouping as far as programming content.

7.8. MLTA/MALE (Schotzko) (no report)

7.9. Logo Update (Clark)

The Committee met with beganik to talk about MLA and things related to the logo development. They will bring draft designs to the June meeting. The decision was made to not move forward with focus groups but to present drafts to the Board for reaction. **Action Item:** Mastel will follow up on the contract and terms for payment.

8. Discussion Items

8.1. Policy Updates *

Member at Large – policy was presented which included removing IFC language and tightening up duties to be more in line with other positions. **Hulseberg moved approval; Clark seconded – Motion Passed.**

Membership Committee – policy was presented clarifying that the *member at large* serves as the ex officio to that committee. **Hulseberg moved approval; Clark seconded – Motion Passed.**

Awards Committee – policy is putting all awards in one document. **Hulseberg moved approval; Clark seconded – Motion Passed.**

Relations with other Organizations - policy was presented. It was agreed to add (d) to State Library Services Advisory Council. Springer suggested

they should not specifically use the name. Hulseberg noted that since the Board turns over on a regular basis it may be good to keep the specific name. Section (1) provides standard language that can cover other organizations. **Clark moved approval; Hulseberg seconded – Motion Passed.**

Conflict of Interest - policy was presented. A title is needed along with a statement around use. Powers pointed out that language in the third paragraph is not needed and members supported removal. The policy will be updated and represented to the Board.

8.2. Intellectual Freedom Committee (Clark)

Clark noted the biggest change is moving from 2 to a 3 year term for chairs and creating an advisory committee. This update was based upon the Legislative Committee process. There is a larger representation of MLA on this group; PLD and ARLD may want to recruit for the position. MLA taking this on provides more structure. **Urban moved approval of the policy changes; Hulseberg seconded. Springer asked when this change would go into effect. Clark will be Chair again but following year will be past year. Hearing no further discussion - Motion Passed.**

8.3. Directors and Officers Insurance Policy renewal (Mastel)

Mastel ask the Board to approve the 2013-14 Directors and Officers policy. There were not changes to the premium or coverage. Hulseberg asked to clarify the language around D&O on last year's policy compared to this years. Steiger will follow up. **Urban moved approval and payment of the policy renewal; Clark seconded. – Motion Passed. Action Item:** Pat will clarify language about D& O listed last year.

8.4. Contract Review Association Management Company

Mastel presented Ampere! contract negotiation information to the Board. After a lengthy discussion there was a **Motion by Urban, to increase MLA's contract with Ampere by \$8000 for the remainder of 2013, paid in monthly installments from June through December 2013, and pledging to work closely with Ampere to streamline processes as much as possible; seconded by James – Motion Passed.**

8.5 Strategic Planning – Mastel reported that the planning group is comprised of Robin Ewing, Trapskin, McGraw, and Mastel; there is a tentative hold for July 18th and 19th. A strategic planning consultant has not been booked; more information is needed. The anticipated rate for a consultant is approximately \$125/hour. MLA has approved \$4000 for the activity but it is unlikely this will cover all of the costs; consultant, space, meals, and lodging. Mastel estimated costs by using the Arboretum as an example. **Mastel moved to double the budget to \$8,000 to ensure costs were covered; Hulseberg seconded it. Hulseberg asked about selection of consultants and if a RFP would be completed. Mastel said they will do review and selection. Hearing no further discussion – Motion Passed.**

9. Adjournment 12:23PM

Next meeting: Friday, June 21, 10:00am – 12:00pm, MELSA

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