

Minnesota Library Association

Board Meeting Minutes

Friday, June 21, 2013

10:00 AM – 12:00 PM

MELSA

1619 Dayton Avenue, Suite 320

St. Paul, MN 55104-6276

Present: Kristen Mastel, Kirsten Clark, Anne Hulseberg, Carla Urban, Amy Springer, Carla Powers, Ben Trapskin, Michele McGraw, Jaea Vue attending for Pat Steiger (staff)

Guest: Christopher Schout

Absent: Judy Schotzko, Mark Ranum, Delane James

1. **Call to Order** Mastel called the meeting to order at 10:03 AM.
2. **Welcome and Introduction** Clark introduced Christopher Schout who is with Beganik. 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 May 17, 2013 Minutes** Hulseberg moved approval; Urban seconded- Motion passed.
5. **Financial Report (Hulseberg)**

5.1. May Monthly Reports –Hulseberg reported that \$100,000 has been deposited to Wells Fargo from Bremer. The May Financial Report was provided in the Board Packet; the summary noted current assets at Bremer when it should have been Wells Fargo. This has been corrected. Current assets are at \$223,229; revenue YTD are \$77,039; May's revenue was \$24,805 boosted by MILE event. Cost of sales YTD was \$18,420. Expenses YTD were \$58,932 with the majority attributable to professional fees and contract administration. There was a reported net income loss of \$313 for May. Hulseberg noted that a phone call with Kristen McClean will take place at the next Board meeting to discuss investment options.

Discussion on how to maintain consistencies on financial reports and how to get more details on ledgers from Ampere!. It was also suggested that the Board be more proactive in how they think what goes where and why and to look back at reports to see if any reconciliation needs to be done. Urban suggested that notes should be provided to Ampere! regarding budgeting for events. There were questions regarding equipment rental expenses, as it was understood that all expenses were covered under facility rental. Springer would like clarification on what constitutes travel expenses as she was under the assumption that it only applied to Ampere! and not for speakers. **Hulseberg moved to accept the monthly financials; Springer seconded – Motion passed.**

5.2. **Client Scorecard** – It was suggested that the Client Scorecard be presented under Executive Directors Report and not Finance. Urban questioned about the discrepancies

between 2012 and 2013 reported hours; specifically Legislative Day. **Action Item** – Steiger to research discrepancies and report back findings to the Board.

- 5.3. Audit Update – Hulseberg noted that she received the report from Kristen McClean from Ampere! and will get it readied for next year.

6. Reports

6.1. President's Report (Mastel)

- 6.1.1. Strategic Planning – After considerable amount of preparation and planning, the Strategic Planning Committee recommended the Minnesota Technology of Participation (MN Top) to the Board. It was noted that MN TOP is more expensive than the other candidates, but that the subcommittee strongly feels that MN TOP will more successfully represent the purposes and needs of MLA. Mastel contacted Arboretum and St. Kate's for facility use; U of M also an option. Springer suggested to use St. Kate's due to parking, possible co-sponsor and open catering. Hulseberg and Urban stress that the subcommittee should make every effort to reduce costs as much as possible for the final contract with MN TOP.

Urban moved approval; Clark seconded – Motion passed.

Discussion on how to attract more members and determining priorities of organization; Mastel wants board to envision the direction that the retreat should be. **Action Item** – Brainstorm ideas on who should be invited to the retreat and think about the questions used to frame it. Main question: how to make MLA a meaningful organization to more people around the state?

- 6.1.2. Association Management RFP – Mastel informed the Board that she has begun to draft the RFP and will have a document for the subcommittee to review the following week.

- Mastel updated the Board that the Communications Committee has created the subunit/committee leader communication options and guidelines documents. This is to be distributed with the revised financial policies to help with check reimbursement; date of distribution TBD.
- Membership – Mastel updated the Board on her discussion with Jeanne Whetstone, SSPIN Chair, regarding concerns of membership. Mastel noted there is very little activity within this subunit and that membership doesn't match the intended audience, as there are few paraprofessional MLA and SSPIN members. Discussion on how to best target this population. **Action Item** – Ampere! to pull a list of current paraprofessionals and support staff (pull data base on job titles and salary)
- Conference Planning – Mastel drafted speaker agreements for the Lerner and the Arts and Creativity speakers, along with finalizing session items and descriptions. A CEU certificate was also created for media specialists and is available on the website. Urban has scheduled breakout sessions; will be finalized within next few weeks. Speaker agreements have been drafted for two speakers.

- Minitex Planning Survey – Urban stated that she is in the process of gathering input from stakeholders; so far have received 300+ replies. The survey will be fed into the Staff Retreat day in August will come together and come up with goals and principals. The survey also serves to provide baseline satisfaction measurement for Minitex.
- Call to chapters list to see whether other organizations charge for subunit membership; report to policies and procedures subcommittee.

6.2. Executive Director's Report (Vue)

- 6.2.1. Membership Report – Vue noted that April's report had discrepancies due to several duplicate data; April's report adjusted to 693. The current membership count is 702 with six new members joining in May.

6.3. Legislative Report (Ranum)

Ranum was unable to attend. No report.

6.4. ALA Chapter Councilor Report (Trapskin)

- 6.5. Trapskin noted that the annual conference starts next week; will be his last conference as chapter councilor. Discussion of reaffirming commitment to privacy; fossil fuel discussion – financial implications of divesting of fossil fuel companies in portfolio. Need numbers to back up financial company's concern that doing so would have negative implications.

6.6. MLA Liaisons' Report (McGraw)

- 6.6.1. St. Kate's – McGraw gave the Board a recap of the topics covered at St. Kate's bigger sessions regarding recruitment and retention. There is planning for an unconference led by the students at St. Kate's in the fall. McGraw stated that she is able to assist with planning and that more details are to come at a later date. Steering committee will meet again in the fall.

6.7. ARLD Report (Springer)

Springer noted that elections are coming soon; a call for nominations will be made next week. The complimentary webcast on June 13th was worthwhile as attendees seemed pleased; more webcasts to come.

Further planning of the logistics for business meetings for the conference will be taking place shortly—email to go soon for poster session proposal. **Action Item** – Steiger is to get count of number of easels available and report back to Springer.

6.8. Intellectual Freedom Committee (Clark)

Clark updated the Board that she has contacted groups from the MN Coalition of MN Freedom. She is working on getting the advisory committee group together in late summer or early fall. Clark also mentioned that an electronic voting document will go shortly for institution of a LinkedIn account for MLA.

6.9. PLD Report (James)

James was unable to attend. No report.

6.10. MLTA/MALE (Schotzko)

Schotzko was unable to attend. No report.

7. Discussion Items

7.1. Policy Updates *

- Mastel informed the committee that she has yet to revise the policies on Conflict of Interest.

7.2. Logo Update (Clark)

The Board met with Christopher Schout from Beganik to further discuss the creation and implementation of MLA's new logo. Clark presented the Board with two drafts, one of which was highly recommended by the Communications Committee. Discussion followed. The Board liked the recommended draft; however there

was concern of it looking similar to Minnesota Multitype Library Systems new logo. It was suggested that the

Communications Committee be selective when choosing colors so as to further distinguish MLA's logo from other associations. **Action Item:** Mastel will follow up on the contract and terms for payment.

7.3. MILE (Morlock & Eubanks)

Morlock stated that the conference was a success with lots of great feedback. Some of key highlights that attendees valued were: mentorship, great speakers and networking opportunities. There were suggestions of a "happy hour" which will be considered for the next event. Eubanks noted that the conference came under budget with a net income of \$3,126; however it is subject to change if new invoices come in from Breezy Point—Ampere! to handle all bills and invoices. Morlock and Eubanks stated that they will be assisting the next committee with planning to help explain logistics.

8. Adjournment at 12:21 PM.

Next meeting: Friday, July 19, 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