

Minnesota Library Association
Board Meeting Minutes
Friday, September 20, 2013
10:00 AM – 12:00 PM

MELSA
1619 Dayton Avenue, Suite 320
St. Paul, MN 55104-6276

Present: Michele McGraw (filling in for Kristen Mastel), Carla Powers, Kirsten Clark, Delane James, Amy Springer, Ben Trapskin, Mark Ranum, Carla Urban, Anna Hulseberg, Pat Steiger (Ampere! staff)

Guest: Dawn Mikkelson (Ampere! staff)

Absent: Kristen Mastel

1. Call to Order – Michele McGraw called the meeting to order at 10:01am

2. Welcome and Introduction

3. Adoption of Agenda

McGraw asked Hulseberg to discuss subunits under the financial report agenda item. Dawn proposed to adjust the numbering of the agenda to reflect the correct order. Trapskin moved to approve the agenda. Clark seconded. Motion carried.

4. Approval of August 16, 2013 Minutes – McGraw asked for any changes to the August minutes. No changes were proposed. Ranum moved to approve the minutes. Clark seconded. Motion carried.

5. Financial Report (Hulseberg)

5.1. August Monthly Reports (Hulseberg)

Hulseberg gave a summary of the report provided in the Board packet. She noted an income loss in August. MLA is at a bigger loss compared to this time last year. Additional expenses are expected with the Ampere! contract. At the end of September, Hulseberg will have a better idea of the financial landscape. She asked if the September financial report will be available for the conference in October. Pat said she will push to have it available. Hulseberg moved to approve August financials. Clark seconded. Motion carried.

5.2. Subunit review (Hulseberg)

A change to the bylaws is being proposed that would adjust the funding policy for roundtables and sections. Under the proposal, subunits will develop project ideas at their fall conference. Their proposals will be complete by November 8. Final decisions will be made by the December board meeting. Hulseberg noted that projects will be aligned with the association's strategic vision. A separate spreadsheet will be kept for projects to help minimize the amount of time Ampere! spends tracking them for budget purposes. ARLD, MLTA and PLD will continue with past practice. Hulseberg discussed the budget provided to roundtables (\$100) and sections (\$200) and noted the ability for them to request additional funding. Urban noted that \$100 is an improvement upon what roundtables have received in the past. Ranum noted that there should be an easy mechanism for roundtables to request additional funds. Hulseberg said there would be a form on the website.

6. Reports

6.1. President's Report (Mastel)

Mastel provided a written report in advance of the meeting. She is working on conference materials, Thursday's subunit leadership meeting, and food for the conference.

6.1.1. Association Management RFP – RFP was sent out on Thursday via email.

6.2. Executive Director's Report (Steiger)

Pat talked about staff changes at Ampere! and the Account Executive transition from Pat to Dawn. Pat discussed the benefits of the transition: providing a back up and supervisory staff member (Pat) and a more manageable client load for the Account Executive. Pat will be on the subunit call on Thursday as well as Dawn. Pat and Dawn will attend the Board conference and annual meeting. Dawn is billing her time to Ampere! throughout the transition, which will wrap up at the end of the year.

6.2.1. Membership Report (Steiger)

There are still questions surrounding the cumulative friends/students/trustees category. Urban suggested to eliminate the category altogether as it is no longer meaningful and causes confusion. **Action item:** Pat will go to membership committee to see about tracking current members and correcting report if needed.

There's an uptick in membership which aligns with the timing of the conference. McGraw noted the uptick in student memberships is surprising. Ranum mentioned hopefully it is not due to regular members enrolling in library school realizing it would be cheaper to join as a student and then changing their membership status.

Dawn and Pat will help the Board better understand their membership data. Dawn and Pat will set up a meeting with Clark and Suzanne on GoToMeeting to review membership data. Clearer information will be presented at the November Board meeting.

6.2.2. Client Scorecard (Steiger)

Pat noted minimal change between last month and this month. The jump in Ampere! time has to do with awards, elections and conference planning. The other staff involved are Jessica and Kendra. The uptick in Ampere! time is very similar to what happened last year at this time (pre-conference). Pat reiterated that Dawn isn't billing her time to MLA during transition.

6.3. Legislative Report (Ranum)

6.3.1. Lobbyist Options Summary (Ranum)

Ranum noted that Elaine Keefe has been in France, so a finalized document will be delayed until the next meeting.

6.3.2. 2014 Legislative Draft Agenda Update (Ranum)

There are two planks on the platform: a bonding request for library accessibility and the construction grant program, totaling about 3 million dollars. Ranum is awaiting the November forecast to determine the capacity for the bonding bill (\$850 million is expected). He thinks the library accessibility and construction grant program has a good chance of receiving its request.

A second action item is the eBook pricing bill. It would require eBook vendors to sell to eBooks to libraries at the same price they sell to consumers. It isn't expected to pass, but the hope is it will end up in a study group that will make recommendations. Ranum expects that if enough states act similarly, it

will send a strong message to eBook publishers and they will adjust their pricing options. It is important to proceed cautiously with this legislation to avoid damaging MLA's relationship with eBook vendors.

The city of Cosmos is going to introduce a bill to build a City Hall/Library/Community Center to replace the library that burned down and will ask the state for funding. MLA has historically declined to support this type of bill, with a few exceptions, like the Dayton's Bluff Metro State Library and the Comfrey library that was blown down by a tornado. Ranum is not sure how the legislature will react.

Pat asked if the legislative agenda will be included in this year's conference packet. Ranum confirmed that Jim Weikum will provide the draft platform. It will first pass through the Board before going to membership, who will then send it to Ampere!. Ampere! will receive it by next week.

McGraw asked what type of reaction is expected on the eBooks topic. Ranum explained that it is impossible for small libraries to purchase what they need to have a sufficient eBook collection. Ranum also noted how schools fit into eBook mix. McGraw said this is a complicated conversation for all MLA members as well as constituents, which is why a goal was set for a study committee to review this. Urban said this is why the legislative draft agenda should be sent out to board as soon as possible for their review. Ranum will distribute the Connecticut platform and related articles to the Board. Trapskin spoke to the legislative plan and said ALA hasn't gotten anywhere with the six major publishers. He noted that the real goal of the proposed legislation is to make the statement that the current model is unsustainable. Trapskin said there are a number of creative ways to address this issue to increase access to eBooks.

6.4. ALA Chapter Relations Officer Report to ALA (Trapskin)

6.4.1. Declaration for the Right to Libraries (Trapskin)

The initiative is a document that can be printed out and presented at signing events with libraries and key stakeholders to reaffirm that libraries are essential to democracy. The initiative is asking for a point person in each state to promote signing events. One option is to pitch this to the MLA communications committee. Urban asked what kinds of libraries are being targeted. Trapskin said every kind: public, academic, etc. Urban isn't a fan of these types of gestures but said it wouldn't hurt. Trapskin explained that the idea of it is to have people on record supporting libraries. Urban suggested that if we do go forward with it friends and trustees should be encouraged to sign on. Clark thinks the communications committee has too much going on and that this should go to another committee. McGraw said this belongs with the strategic plan initiative to educate and initiate a support network. Trapskin will look into where it will go on the website. Ranum moved to authorize the purchase of a formal copy of the resolution and to publicize the issue with friends and trustees. James seconded. Motion carried.

6.4.2. Emerging Leaders Selection (Trapskin)

Last year there was a problem because everyone on the committee knew everyone who applied, which made for awkward conversation. This year, ALA offered to do the selection on behalf of MLA. Clark noted she would feel more comfortable knowing more about this person before affirming the selection. Trapskin will send the information to the Board and take a vote via email.

McGraw asked a question about the ALA budget. Trapskin said ALA has been losing money over the last four years. Revenues are declining. Various initiatives are being considered, including reducing to only one conference a year and refining services. ALA may become leaner, and staff may be reduced further. In the last five years, ALA has lost 25% of their staff.

6.5. MLA Liaison's Report (McGraw)

6.5.1. St. Kate's

The group has not met but is planning an event in October for 120 people to attend at St. Kate's. They are looking for library, community and student participation. McGraw noted there is a new state librarian, Jen Nelson. If she reinstates the advisory council there will be a seat for MLA.

6.6. ARLD Report (Springer)

The ARLD Board is busy planning the ARLD Business Meeting (ARLDapalooza) for the MLA Conference. Members will be voting on bylaws during the meeting. There will also be a PowerPoint of various events that have occurred in the past year. New ARLD Board members will be introduced at the meeting, and there will be a poster session. Kristen Mastel determined that there are enough easels provided by MELSA. Minitex also has three that could be used. There was confusion related to election procedures and ARLD's role as the Minnesota Chapter of ACRL. Non-MLA members have difficulty voting under the current login requirements on the MLA website. It was suggested that paper ballots be requested by non-MLA members during the 2014 election.

A bridging meeting is being planned for November for 2013 ARLD members and newly elected members. Springer would like to have a lunch for the first time and wants to use ARLD funds. Hulseberg agreed to use remaining funds for the November meeting.

6.7. Intellectual Freedom Committee (Clark)

Clark set up a meeting in early October for the groups. Richmond Kinney and Gabriel Gardner have agreed to serve on the committee. They will have a presentation at MLA. Gardener is working on a form that people can fill out when items in a library's collection are challenged, in order to provide an accurate number to ALA. Kinney is working on a survey that will be brought to the Board in October after meeting with other groups to get a sense from membership what people are wanting in terms of intellectual freedom.

6.8. PLD Report (James)

James reported that PLD met on Wednesday and affirmed the appointment of Kinney to the intellectual freedom committee. She spoke about the Rock the Stacks business meeting and bringing in Jen Nelson to kick off the meeting, then have Board members and PLD members talk about things happening at their libraries. She talked about the excitement building up PLD. She wants to create a PLD button to pass out at the conference and future events. However, there is an issue with the new logo rollout and the timing of the buttons.

6.9. MILE (McGraw) – No report

6.10. MLTA/MALF (Schotzko) – No report

6.11. Awards Committee (Urban)

The awards committee met. Awards were announced. Press releases for local media will be drafted. Clark wants to broaden award category away from just educators to include those involved with intellectual freedom.

7. Discussion Items

7.1. Strategic Plan Implementation Worksheets

Worksheets included in the Board packet. Next step is having the Board sign off then come back together after gathering feedback.

7.2. Website Updates

7.2.1. Awards and past BOD listed (Trapskin)

Trapskin noted a member brought to his attention that past award members aren't on the website. Urban said their names have now been added, along with past presidents.

7.2.2. Revamped Header

This is included in the Board packet as two separate items. Both came through the communications committee. The committee is working hard on an app for the conference and has asked for feedback before it is announced to membership. Clark said not all sessions were listed when she looked. She will follow up with communications.

Regarding website changes, Clark initiated conversation around stock photos and what can we do to liven up the page without spending a lot of money or time. Anticipated costs are about \$200 to update the homepage's photos. Springer is in favor of it because we need to be highlighting our membership instead of using stock photos. Urban said the larger revamp is a more serious budgeting issue but smaller things like the homepage photos can be budgeted immediately. Clark outlined Kendra's suggestions for replacing homepage photos and why it's going to cost money in terms of Ampere! time. Clark moved that MLA set aside \$200. Trapskin seconded. Motion carried.

7.3. Policy Updates

7.3.1. Conflict of Interest * (McGraw)

This was tabled at the last Board meeting due to the desire to get input from Trapskin. This is an extensive rewrite of our existing policy. There was discussion about exactly what would constitute a conflict of interest. Ranum noted that "interest" implies you will gain something from the result. Therefore, you need to have a personal gain from the action in order to have a conflict of interest. McGraw understood it to mean that you should just disclose any information that you think could present a conflict of interest. Urban suggested the language, "will be asked to leave the room" should be changed to "may be asked to leave the room." A finished copy of the conflict of interest form will be completed for the new 2014 Board to sign. Trapskin moved to adopt the conflict of interest form with the proposed language changes. Ranum seconded. Motion carried.

7.4. Logo Implementation Plan –

Clark reviewed the logo redesign rollout plan. She highlighted the timeframe and acknowledged Kendra's help. There is an urgency piece included in the plan as well as a larger overview. Urgent tasks include ordering the buttons for grab bags at membership meetings (175 or less) and ordering thank you cards for new members using the current logo before switching it out. The overarching plan is to make the

official reveal at the annual business membership meeting by having PowerPoint slide and buttons. Right after, an email will go out to membership about the new logo and it will be announced on Twitter. From November to December, there will be a change in logos behind the scenes at Ampere!. All old logo use will cease before the new year. Also included in the plan are associated costs. MLA needs to approve expenditures now to get it into Ampere!'s work flow. The Board reviewed the costs. Ranum moved that the Board authorize expenditures up to \$4000 for logo implementation. Springer seconded. Motion carried. McGraw noted that this is an authorization to spend but not a requirement to do so. Ranum noted that we are going to spend this money eventually; might as well invest it now in order to keep the project on track.

7.5. Membership meeting (Urban)

Urban emailed out a copy of last year's agenda with the PowerPoint. Bylaws changes and legislative platform need to be included and she needs paper copies of both. Last year there was an intro PowerPoint while people came into room. Ranum said it was very well organized last time and the same format should be used. Pat was asked to take same format, change the names, and add in five minutes for the logo committee. McGraw will collect PowerPoint slides from the Board. Springer asked if she could designate a slide to advertise ARLD day. Urban will talk to the communications committee to see if they have additional images from last year's photo booth and other events. Ranum suggested adding in a live Twitter feed so people can Tweet at the screen. This would encourage social media and Twitter use.

8. Adjournment – Urban moved to adjourn at 12:08pm. Clark seconded. Motion carried.

8.1. Next meeting: Wednesday, October 9, 2013 5:00-6:00pm, St. Cloud Library

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