

**Minnesota Library Association
Board Meeting Minutes**

Friday, November 15, 2013

10:00 AM – 12:00 PM

MELSA

1619 Dayton Avenue, Suite 320

St. Paul, MN 55104-6276

Present: Kirsten Clark, Anna Hulseberg, Delane James, Kristen Mastel, Michele McGraw, Dawn Mikkelson (Ampere! staff), Carla Powers, Mark Ranum, Pat Steiger (Ampere! staff), Amy Springer, Carla Urban

Guests: Kathy Enger, Northern Lights Library Network; Elaine Keefe, Capitol Hill Associates; Mary Messinger, TIES; Chris Olson, MELSA; Michael Scott, SELCO; Ann Walker Smalley, Metronet; Sam Walseth, Capitol Hill Associates; Jim Weikum, Arrowhead Library System; Amy Wilde, MLTA member

Absent: Judy Schotzko, Ben Trapskin

CALL TO ORDER: Mastel called the meeting to order at 10:03 a.m.

1. MLA BOARD MEETING OUTLINE

1.1. Welcome and Introductions

1.2. Adoption of the agenda: Mastel requested the addition of item 5.3, IFC Chair for 2014; Springer requested adding item, 2.9 ARLD Day. Item 2.1.1, presentation by lobbyist, will be moved to the beginning of the meeting to accommodate the lobbyists and guests. Motion by Ranum, seconded by Springer, to approve the agenda with these changes. Motion carried unanimously.

2.1.1. Elaine Keefe, MLA Lobbyist, annual presentation: Officers of MLA, MEMO and CRPSLA were invited for this presentation as part of due diligence for renewing the contract with Capitol Hill Associates. A formal group of stakeholders will meet and work on next biennial contract. Keefe gave some background about her firm, which has represented the interests of Minnesota libraries since 1988. She said this is a good fit with the other education, nonprofit and public sector clients her firm represents. She highlighted her depth of knowledge about library issues such as funding formulas, structures, funding streams, and intellectual freedom. She mentioned that she has a good understanding of how individual legislators feel about library issues. She gave examples of some of the successes she has had during her tenure as MLA's lobbyist, including building funding for regional public libraries and multitypes, helping get libraries included in Legacy Amendment funding, and fending off many proposals over the years that would have hurt libraries. Sam Walseth gave some examples of the scope of work and breadth of issues that libraries face, which would make it difficult for the library community to advance its platform without the help of lobbyists. There was praise from board members and others attending the presentation for the work that Capitol Hill Associates has done for MLA in the past, and discussion about how MLA can work toward its strategic goal to more effectively engage its members on legislative issues. Keefe said that it is easier to get people's attention when you're under threat. An example of this was during the last legislative session when there was a proposal to significantly cut Legacy funding for public libraries, which did not pass because of a strong response from library supporters. Keefe mentioned that Citizens for the Arts has a very effective model, arranging meetings between legislators and arts supporters at a local level, and turning out over 1000 people for the group's legislative day. She mentioned the importance of developing relationships with legislators and developing new champions among newer legislators on both sides of the aisle.

1.3. Approval of September and October minutes: Corrected minutes from September meeting and minutes from October meeting were included in the packet. Motion by Powers, seconded by Ranum to approve the minutes as drafted. Motion carried unanimously.

1.4. Approval of financials: Hulseberg reported that in September \$175 for subunit-related conference expenses was coded incorrectly, but this was corrected for October. Because the month of October took a while to finalize, the executive summary was not updated for some of the changes; however the spreadsheet is correct. Net income was \$14,647, and there is \$16,000 worth of checks for conference expenses being signed this month that have not yet shown up in the financial report. With the additional expenses for conference, Ampere, and the lobbyist, the loss for the year will be at least \$16,000. The 2013 budget anticipated a loss of \$25,000. Motion by Hulseberg, seconded by Clark, to approve the financial report. Motion carried unanimously.

1.5. President's report: Mastel noted that a lot of her time has been spent on the management association RFP process and wrapping up conference. She and McGraw have revamped the board agenda and welcome feedback on the new format.

1.6. Review of new agenda structure and move to consent agenda: McGraw explained that the idea of restructuring agenda came out of the strategic planning process. Having a consent agenda would help the board move more quickly through the basics at every meeting and have more time for strategic issues. If a consent agenda is adopted, the board packet would need to go out earlier in order to give members time to thoroughly review it before the meeting. There was discussion over whether the financials should be placed on the consent agenda. Urban expressed concern about the expectation that board members will have time to read and clearly understand everything on a consent agenda, and about the difficulty of getting items submitted far enough in advance. The consensus was that the idea of a consent agenda for minutes and reports should be an agenda item at the January board meeting, and financials should continue to be a separate discussion item.

2. EDUCATING & ACTIVATING A LIBRARY SUPPORT NETWORK

2.1. Legislative Report

2.1.2. Legislative eBook plank revision: Ranum shared the current language regarding eBooks, which will be discussed at the next legislative committee meeting: "The Minnesota Library Association and the Minnesota Educational Media Organization request a Legislative Study of the wide variance of pricing in eBooks for libraries as compared to individuals, and an exploration of possible remedies to this uneven and discriminatory sales model." Once the language has been approved by the legislative committee it will be moved for adoption by MLA board. At this time the issue is narrowly focused on pricing. Mastel encouraged board members to attend the legislative committee meeting.

2.2. ALA Chapter Relations report: Trapskin did not provide a report for the meeting.

2.3. Put Capwiz on website: Ranum apologized for missing the deadline of October. He met with Trapskin a week ago, and Trapskin will work with Ampere staff to get Capwiz onto the MLA website.

2.4. Training/procedures for using Capwiz: The committee will work on step-by-step instructions. Ranum said that this year's bonding cycle will provide a good opportunity to test Capwiz by mobilizing library supporters on an issue and encouraging them to use Capwiz to contact legislators during a specific day or week. It is already being used by ALA for national issues.

2.5. Update advocacy page on website: Ranum reported that pages have been identified, including additional lobbyist information and lobbying techniques from Capitol Hill Associates. Ranum and Trapskin will work with Ampere staff to update the website.

2.6. Survey members on advocacy needs: Ranum and Trapskin will have a conversation with Powers, who is the other committee member, to figure out how to proceed.

2.7. Upcoming ARLD Dialogue on Mindfulness at MCTC: Springer reported that the MLA conference session on this topic was very well received, prompting ARLD to schedule this event on December 13. Seeing the meditation room at MCTC will be one of the highlights.

2.8. ARLDapalooza's poster session and meeting recap: Springer reported that the ARLD bylaws have been amended and submitted to Kendra for inclusion on the website. They had been reviewed by the MLA board before going to the ARLD membership. Nine poster sessions took place at the conference, which was a great opportunity for people without a lot of presentation experience to do something on a small scale. The poster session came forward as a suggestion from an ARLD member and went very well.

2.9 ARLD Day: This event has been scheduled for April 25. The speaker will be Barry Kudrowitz, professor of product design at the University of Minnesota, who spoke at MILE and was very well received. He has been asked to do both a keynote and a breakout session. He will speak on innovation and creativity in libraries.

3. STRENGTHENING OUR ORGANIZATION

3.1. Association management RFP: Mastel led discussion about the two firms that were interviewed. Motion by Ranum, seconded by Urban to have MLA sign a new management agreement with Management HQ based on the RFP response, and that the executive committee be authorized to spend resources up to two months' additional contract time with Ampere to accommodate the transition. Addenda to the contract will include RFP language and details on how extra projects will be handled. Motion carried unanimously.

3.2. MLA Liaisons' report: McGraw reported that there has been no meeting at St. Kate's. The state advisory board is currently not meeting. McGraw would like to leave this as an agenda item – or perhaps a consent agenda item – for the future and provide reports if/when there are meetings.

3.3. Review existing revenue data & determine what additional is needed: Discussed under membership report.

3.4. Review existing data on membership & determine what additional information is needed: Discussed under membership report.

3.5. Membership report

3.5.1. Division membership does not line-up: Per the bylaws revision, division budgets are determined by their membership numbers as of June 30 each year. Ampere staff determined there are 46 members who have not chosen a division. Ampere will contact them and ask them to select a division, but their choices will not change the division budgets for the upcoming year. McGraw suggested that perhaps there should be a division for members who do not work in a public or academic library, which is something that could be brought up to these members as they are contacted. Urban requested that subunit membership numbers be included in future monthly membership reports.

3.5.2. MLTA/Friends/Students break-out: Mikkelson checked into the ongoing students/friends/trustees issue and confirmed that the grouped option is no longer on the website. However, renewing members who called the office and asked about the combined option were assigned to that category. Currently 54 members are assigned to the combined category. A year ago there were 131.

3.6. Client scorecard: Mikkelson noted that this month's scorecard reflected lots of time spent on conference. Steiger mentioned that her attendance at conference and at today's meeting was charged to Ampere and not to MLA. Urban thanked Mikkelson and Steiger for their attendance at conference, noting that it was helpful to have both of them there.

3.7. Subunit fee: Mastel said that the \$5 fee for section and roundtable membership needs to be removed due to the recent bylaws change, and there needs to be a mechanism in place for allowing people to join free of charge. It will cost approximately \$150-250 to have Ampere staff remove the charge and add subunits to the dashboard. Motion by Urban, seconded by Clark, to approve the expenditure and have the change in place by January 1. Motion carried unanimously. There was discussion about communicating with members to allow them to join a section or roundtable in January even if this is not their normal renewal time. In addition, several members are exploring the interest of creating a new subunit around instruction.

3.8. 2014 Budget Update/Draft: Hulseberg reported that the budget draft has been sent out. The budget committee has met twice and has two more meetings scheduled. Some of the formulas are not yet in the spreadsheet shared with the board, but that will be corrected. The legislative day budget is incorrect due to copy/paste errors. Steiger noted that \$4000 for logo implementation is in the 2014 budget, but may be spent yet this year.

3.8.1. Reformatting annual budget, subunit spreadsheets internal: Mastel said that subunits still need to be taken off the budget overview and put on individual sheets for separate tracking.

4. ENGAGING OUR MEMBERS

4.1. Volunteer job descriptions for subunits, roundtables: Mastel has not had a chance to work on this yet but intends to get to it soon. She would like board member feedback. Maggie Snow is working on updating the handbook with conference partners.

4.2. Conference update: Conference update was reflected in the financials, and a more complete review of the conference will occur at the December board meeting.

5. DEVELOPING & EQUIPPING OUR LEADERS

5.1. Structure exists for training & support for online meetings: Urban received an email about a LAMA webinar on creating a leadership development training. This might be of benefit in addressing the middle management leadership training gap identified in strategic planning. Ranum mentioned that CRPSLA is looking at an event for middle managers next spring or summer and asked for information. Mastel noted that this topic was brought forward during the strategic planning retreat, and that Robin Ewing, has expressed interest in pursuing this.

5.2. Have well defined job descriptions for Board & Division Leaders: This is being worked on as part of the policy revision process.

5.3 Intellectual freedom committee chair: Clark has been in this role for three years. With last year's restructure in the bylaws, she agreed to serve as chair this year and next. However, due to a change in her duties at work she would like to step down at the end of 2013. Springer has volunteered to take it on, making Clark the past chair beginning in January. Motion by Clark, seconded by Ranum, for the board to appoint Springer to serve as intellectual freedom committee chair for 2014.

ADJOURNMENT: The meeting adjourned at 12:06 p.m.

Next meeting Friday, December 20, 2013 10 a.m. to noon at MELSA