



MINNESOTA LIBRARY
ASSOCIATION

Minnesota Library Association

Board Meeting Agenda

Friday, March 17, 2017

10:00 AM – 12:00 PM

Present: Kate Anderson (Treasurer), Sarah Hawkins (Secretary), Stacey Hendren (PLD Chair), Deborah Bifulk (Member at Large), Tammy Schoenberg (Executive Director), Margaret Stone (Past President), Amy Boese (President), Sara Ring (MLA/ALA Chapter Councilor), Sara Zettervall (Communications Committee Chair)

Remote: Megan Kocher (Intellectual Freedom Committee Chair), Jodi Grebinoski (ARLD Chair), Jim Weygand (MLTA Chair)

Absent: Jami Trenam (Legislative Committee Chair), Ryan McCormick (President Elect)

The meeting was called to order by Boese at 10:01 am.

Welcome and Introductions

Approval of Consent Agenda

- Board meeting agenda
- February Minutes
- Reports

Stone moved to approve the consent agenda with the correction of Total Cost of Sales YTD to \$300. Anderson seconded. All were in favor and the motion was approved.

Approval of Financials (Anderson)

February financials included in the meeting packet.

1. Total Assets: \$191,156
2. Total Revenue YTD: \$ 47,727
3. Total Cost of Sales YTD: \$880
4. Monthly Expenses for January: \$11,804
5. Showing YTD Net Income/(Loss): \$22,250 net gain
 - a. The 2017 annual budget projects net loss of \$9,390 at year end.

Anderson moved to accept the January financials. Bifulk seconded. All were in favor and the motion was approved.

MYRA support (Anderson)

Request from MYRA Treasurer Josh Jackson for MLA to support at the \$200 sponsorship level. Hendren moves to support MYRA at the \$200 sponsorship level which will be amended in the budget. Stone seconded. All were in favor and the motion was approved.

Anderson will tell MYRA the funds are coming; next year MLA will require sponsorship request.

Engaging our Members

Continuing Education Committee (Boese)

Outstate is moving forward with an event, tentatively called Power Hour with networking afterward. The committee is working on dates and has a location in mind. The first Power Hour is possible on safety/security in the SELCO region with Reagan Thalacker and Nicole Miller leading the charge. Audio recording of the event is a possibility. Boese encourages the Board to attend as well. Boese also reports that she thinks a mid-career MILE will happen as well, with the committee pursuing it for now. The board requested a quarterly board report from the committee, with them visiting the board as they wish.

Communications Update (Zettervall)

Zettervall shared that with all new members on the committee, they are working on details and making sure all major platforms are covered: Twitter, Facebook, and RoundUp. They will also be working on Wurl's request that the committee be intentional about using Instagram and Flickr at conference and Jonathan Carlson's request to create a shared Google calendar.

Strengthening our Organization

MHQ Update (Schoenberg)

MHQ hired a new administrative assistant, named Lisa Joly. Will start to see her name on emails. MHQ has been working on getting upcoming spring events on the calendar for registration.

GoToMeeting subscription is due for renewal next week, at a cost of approximately \$1,000/year. MHQ has been transferring its clients to Zoom for \$175/year. The cost is additional \$40/month for webinars. MLA could pay \$40 occasionally, as needed. Ring reported good feedback about Zoom at ALA Chapter. Board consensus was to trust Tammy's recommendation to switch to Zoom.

Membership (Bifulk)

Bifulk reported that Membership is drafting information about MLA/ALA joint membership to send to ALA-accredited schools with distance programs to give to MN students as well as information going to the regional public library systems. Bifulk hopes to have them complete by the end of the month and will bring to presidential trio for approval. MLA saw an uptick in membership this month. Networking Events: CYP will be host a follow-up to Unconference. Small & Rural Libraries wants to do a virtual event via Google Hangouts. PLD will have a tour of the library and happy hour after PLD Day. Boese raised the question of how we are promoting MLA at the networking events.

Nomination Committee (Boese/Stone)

MLA policy says that president-elect is in charge of nominating chair. Stone indicated previous committee was interested in participating again. As McCormick is unavailable, we will pursue in this way, let McCormick nominate a chair at a later day.

Sponsorship Request Policy (Stone)

Stone incorporated suggestions in the form, and again suggestions were made. If the request is annual, the requesting group still needs to submit form every year. Additionally, the Board would like to know if sponsorship is approved, what recognition MLA will receive and if requesting group willing to report to the Board. It was decided this would be a web form once complete.

Educating & Activating a Library Support Network Chapter Councilor ALA Midwinter report (Ring)

Ring shared highlights from *Chapter Leaders Forum*: Indiana's new director presented on their strategic planning process, the results of which said that their members wanted more advocacy, higher quality professional, development opportunities, and increased communication and accountability; NY Library Association presented on how to host effective Legislative Day; Eli Mina, ALA Parliamentarian, presented on effective meetings. *ALA Council I*: Equity, Diversity, and Inclusion will be added as a new strategic direction of ALA. ALA is trying to get better at communication with its chapters and divisions. *ALA Council II*: SPPL received a grant from Freedom to Read Foundation to host a Banned Books author event. *ALA Council III*: The Intellectual Freedom Committee is now documenting hate crimes via the Challenge Reporting Form. Updated a 2005 resolution on Disinformation, Media Manipulation & the Destruction of Public Information. *ALA-APA Council*: National Library Workers Day is April 11th, 2017. Organizations are encouraged to host a celebration and honor a great worker or team. Ring will write RoundUp blurb, pointing to her full report on the MLA website.

Developing and Equipping our Leaders ALA Emerging Leader Report (Stewart VanCleve)

VanCleve thanked MLA for support and shared experience of ALA Midwinter and the Emerging Leaders program. He shared that his first ALA experience would have been overwhelming without the program. The Emerging Leaders program is structured so that they spend time together learning how ALA is structured, from past Emerging Leaders, and leadership opportunities in ALA, before beginning projects. VanCleve is working on a three year project with three other Emerging Leaders to create a digital archive that documents the GLBT Roundtable, to celebrate its 50th anniversary in 2020.

Other

Barb Misselt Retirement (Hawkins)

Hawkins invited the MLA Board to the retirement party of ECRL's Executive Director Barbara Misselt, Past- Legislative Chair on Friday, March 31s from 1-4pm at the ECRL Headquarters in Cambridge.

Possible New Career Webpage Demonstration (Schoenberg/Chuck Sheriff)

Chuck Sheriff presented the potential new career webpage with YM. ALA and 400 other organizations are on this platform. Sheriff believes our current Career Center is not a value-added benefit to MLA membership. YM Careers has three modules in a responsive-design: an anonymous resume bank, where you can do passive or active job searches; an admin module; and an employer module. There would be no set-up costs for the platform. Business models are revenue sharing, hybrid, or flat fee model. YM sends job flash emails every two weeks of upsold jobs. We could put a widget on the MLA site with latest 5-7 jobs posted. Ring asked if they have work with other state level library organizations; Sheriff will look into it. Tammy said MHQ had client smaller than us, who used this. MLA individual membership currently allows for free posting. The board discussed if that should remain or if we should require institutional

memberships. Currently, MLA receives approximately \$700 annual revenue for job postings. Ring will talk to Metronet to gauge response.

President's Budget proposal regarding IMLS; how is MLA responding? Jim Weikum passes on ALA's responses and calls to action on the Legislative Committee listserv and the Communications Committee shares news on social media and RoundUp. Zettervall, Ring, and Trenam will craft response.

Library Legislative Day attendees shared their experiences. Stone was pleased with the turnout, and the people she met with was positive. Hawkins also felt their legislators were more engaged and responsive than in her previous experience. Ring was a 1st time attendee, found the experience overwhelming, and was glad to have traveled with Metronet.

ALA has released draft interpretations of the ALA Bill of Rights on equity, diversion, and inclusion; politics in the library; visual and performing arts. Boese will share drafts for the board to review before next meeting.

25 mentors have been confirmed for MILE 2017. Mentor/mentee pairs will be announced in the next few weeks.

Adjourn

Stone moves to adjourn at 12:03. Anderson seconded. All were in favor and the motion was approved.

Next meeting: April 21st, 2017 from 10am to noon at MELSA.