

TLA Board of Directors Meeting  
 Saturday, August 4, 2012  
 Williamson County Public Library  
 Franklin, TN

Board Meeting Minutes

President Dinah Harris called the meeting to order at 10:02am.

This was the first TLA board meeting with GoToMeeting participants (3).

There were no corrections to the June 2012 meeting minutes. Yildiz Binkley moved to approve the June 2012 minutes; Karen Swoopes seconded. Motion carried unanimously.

The table below lists all committees, sections, and roundtables and whether they submitted a report for this meeting. Discussion is recorded only for action items.

Committees		No Report	Report As Submitted	
1	Advisory Committee on State Documents		X	
2	Archives and History		X	
3	ByLaws and Procedures		X	<b>Dinah Harris, TLA President, reported the voting results for the proposed changes to Article IV Sections 5-6, Article V Sections 3-4, and Article VI Sections 2-9.</b>  <b>All changes were approved by the membership.</b> There will be no more paper ballots unless we do not have an email address for them on file. For online voting, we will utilize both TLA website and SurveyMonkey.
4	Conference Planning		X	
5	Finance		X	
6	Honors and Awards		X	
6a	Tennessee History Book Award		X	
6b	Volunteer State Book Award		X	
7	Intellectual Freedom		X	
8	Legislation		X	
9	Membership		X	
10	Nominating		X	
11	Publications Advisory Board		X	
11a	Editor, <i>Tennessee Libraries</i>		X	

11b	Editor, <i>TLA Newsletter</i>	X	<p><b>Action Item:</b> Jeanine Akers, TLA Webmaster, proposed a policy for TLA section access to the TLA website and Members 360 database access. <b>Amendment by JA:</b> “section” should be “unit”.</p>
11c	TLA Webmaster	X	<p>Discussion ensued among the board members, mostly regarding concern over the use of the Members360 email function to communicate with their groups. Main points:</p> <ul style="list-style-type: none"> <li>• <i>Suggestion:</i> Email addresses for Jeanine and Annelle should not be a part of the policy because they could change.</li> <li>• Several board members were concerned about the potential for slow response times to a request to send an email via Members360, and the extra workload this places on the Webmaster and Executive Director. <i>Response:</i> Assurance that it is a quick process, and that emails will be sent within 24 hours of the request, if not quicker.</li> <li>• Q: How do replies to a Members360 email work? Is reply all possible? A: The system sends one email per person on the list; the email appears to come from whoever we set it to. So, regular replies work, but reply all does not. We suggest using the forum or SurveyMonkey for committee discussions instead.</li> <li>• Q: Is the Members360 email function more for a section/roundtable, not a small committee? Maybe for elections, calls for volunteers, etc.? A: This would be used more for basic kinds of contact, not group interactions.</li> <li>• Q: If we adopt the policy, are we required to use the Members360 email function, or do we have choices? A: You have choices. You can just use this for “official” mass mailings. You can keep using your blogs, groups, etc. The advantage to Members360 is that it keeps a history of communication.</li> <li>• Chairs will no longer get a generated list of email addresses of their group’s members from the Webmaster or Executive Director. They will instead send a dynamic public page (without email addresses listed) so chairs can see their group’s members.</li> <li>• Q: Will there be guidelines written for this communication method? A: We might need them, but we haven’t needed them up until now.</li> <li>• Wide access to the membership database is not possible because this part is not sectioned off from everything else, including the financial data.</li> </ul> <p><b>Action Taken:</b> Motion carried unanimously to accept the policy as amended.</p>
12	Public Relations	X	<p><b>Action Item:</b> The committee is working on a recommendation to the Board regarding organizational affiliations in alignment with the TLA objective: Cooperate with public and private agencies with related interests.</p> <p><b>Action Taken:</b> The committee withdrew this item from the agenda.</p>

13	Scholarship		X	
14	Staff Development		X	
15	Strategic Planning		X	<p><b>Action Item:</b> On behalf of the committee, co-chair Wendy Cornelisen presented the final version of the 2012-2017 Strategic Plan for approval.</p> <p><b>Action Taken:</b> Motion carried unanimously to accept the plan as written.</p>
<b>Representatives</b>				
16	ALA		X	
17	SELA		X	
18	State Library		X	
<b>Sections</b>				
19	College / University Libraries		X	
20	Public Libraries	X		
21	School Libraries		X	
22	Special Libraries		X	
23	Trustees / Friends	X		
<b>Roundtables</b>				
24	Children's / Young Adults		X	
25	Electronic Resources Management		X	
26	GODORT		X	
27	Library Instruction	X		
28	New Members		X	<p><b>Action Item:</b> On behalf of the roundtable, chair Jennifer Novia presented a two-part proposal, in conjunction with the Membership Committee:</p> <ol style="list-style-type: none"> <li>To make the TNMRT available to all members (&lt;10 years) until the end of the 2012 membership period</li> <li>To automatically enroll new members who do not make a choice in round table when joining or renewing into the TNMRT</li> </ol> <p>Discussion ensued among the board members, mostly against the first part of the proposal. Main points:</p> <ul style="list-style-type: none"> <li><i>Comment:</i> It's hard to decide who is a "new member" due to new Members360 platform – no historical data in it.</li> <li><i>Q:</i> Why up to 10 years? Shouldn't it be more like 2-3 years? <i>A:</i> This mirrors what ALA's NMRT does.</li> <li><i>Comment:</i> Some members have been in TLA a long time and may not want to be automatically assigned to a roundtable. <i>Response:</i> There should be a way to opt out – send an initial email and offer them an out.</li> <li><i>Suggestion:</i> Put a note on the membership form that you will be added unless you check this box.</li> <li><i>Suggestion:</i> There are options for both renew (returning members) and join (new members) on the</li> </ul>

			<p>membership form. If the person joins, automatically put them into the roundtable; take no action if they renew.</p> <ul style="list-style-type: none"> <li>• <i>Suggestion:</i> Send everyone an email: "Free TNMRT membership available for the next four months - click here to join."</li> </ul> <p><b>Action Taken:</b> Jennifer Novia withdrew the proposal from consideration. She will work with the Membership Committee to rewrite the proposal and will present the modified version at the December board meeting.</p>
29	Reference / Information Services		X
30	Technical Services		X
<b>Affiliates</b>			
31	Boone Tree Library Association		X
32	CALA	X	
33	ETLA	X	
34	Friends of Tennessee Libraries		X
35	Memphis Area Library Council	X	
36	Mid-State Library Association	X	
37	TASL		X
38	Tenn-Share		X
39	THeSLA	X	
40	ALA/TLA Student Chapter	X	
41	WeTALC		X
<b>Special Committees</b>			
42	TLA Annual Conference Procedures Review Committee		<p>X</p> <p><b>Action Item:</b> On behalf of the committee, co-chair Cathy Farley proposed that conference presenters who are members of TLA will receive a complimentary ticket to the All-Conference Reception. Complimentary tickets are limited to one per person regardless of how many presentations one makes and two per conference session.</p> <p>Discussion:</p> <ul style="list-style-type: none"> <li>• Q: Have we ever had difficulty getting people to present? A: No, we always turn down proposals.</li> <li>• Q: People are not doing this and getting zero for it – you always get something out of it, CV entry.</li> <li>• <i>Comment:</i> Last year, many speakers were surprised that they did not get their conference attendance paid for. It would have been roughly ~100 free tickets. Some would have been paid anyway – takes it down to ~60 additional free tickets.</li> <li>• Q: What is the cost of the All-Conference Reception to TLA? A: Usually ~\$15/ticket.</li> <li>• Q: Would it be a potential boost to sponsors to know that we'll definitely have ~60 free ticketed attendees? Scary to take away money from the conference and the scholarships. A: Traditionally, it will not make a difference to a sponsor that we'll</li> </ul>

			<p>have x guaranteed attendees.</p> <ul style="list-style-type: none"> <li>• Several board members expressed the sentiment that presenters are not presenting for nothing, even if they do not receive monetary compensation. The spirit behind presenting at TLA conferences should be that of professional development, knowledge sharing, and networking.</li> <li>• Q: Is there anyone who thinks potential attendees don't come to the conference due to financial issues, but might come if they presented and received monetary compensation? A: No, a free ticket wouldn't make enough of a difference.</li> </ul> <p><b>Action Taken:</b> Motion did not carry to accept the proposal.</p> <p><b>Action Taken:</b> Larry Romans moved to abolish the Annual Conference Procedures Review Committee. Courtney Fuson seconded. <b>Motion carried unanimously.</b></p>
43	TLA/TASL Joint Conference Advisory Committee	X	

President Dinah Harris reviewed **the new ad-hoc committees** for 2012-2013:

- Conference Review Ad-hoc Committee (co-chairs: Jennifer Cowan-Henderson, Cathy Farley)
- Development Committee (chair: Meredith Goins)
- Joint Conference with SELA Committee (chair: Jean Nichols)
- Joint Conference with TASL Committee (co-chairs: Judy Bivens, Martha Earl)

Executive Director Annelle Huggins gave **an overview of TLA's finances**. This is the same overview she gave at the Leadership Conference in June.

President Dinah Harris led the board in **a discussion about value-added membership**. Specifically, she asked for ideas on what companies we might approach for discounts for TLA members. Suggestions included:

- Amazon
  - Free Prime membership for individual members
  - Amazon Associates program
- Grocery store cards. (It was noted that this would not be value-added, but it would be a way to help TLA without having to spend more money.)
- Independent bookstores
- Perks card – both a % off and a kickback to TLA (ex. North Carolina state employees perks card)
- NetGalley
- Abenity – a company that manages discount programs (ex. at Belmont)

Other ideas for adding value to TLA membership:

- Restrict access to the webinar archives to members only

- Restrict job board to members only
- Year-round resume review service, mock interviews – i.e. more board career help options
- Restrict TLA-L to members only
- Extended internship/practicum program
- Mentoring program
- Support Staff roundtable

Dinah Harris made a motion to adjourn; Susan Jennings seconded. The motion carried unanimously. The meeting adjourned at 11:59am.

Respectfully submitted,

Jodie Gambill  
TLA Recording Secretary, 2012-2013

# Attendance

Present: 41 - Guests: 0 - Absent: 30

## Present: 41

PRESENT Name	Board Position	Report Submitted? (y/n)
Adams, Valerie	Conference Planning	y
Akers, Jeanine M.	TLA Webpage	y
Altom, Clayton	Children/Young Adults	y
Azbell, Jerome	Archives & History	y
Binkley, Yildiz	Archives & History	y
Copeland, Sarah	Intellectual Freedom	y
Cornelisen, Wendy	Past President; Strategic Planning	y
De Peri, Robbi	Reference/Information Services	y
Dennis, Pamela	Nominating; College and University Libraries	y
Dillingham, Melissa	Volunteer State Book Award	y
Earl, Martha	Publications Advisory Board; UT SIS Alumni Chapter	y
Earl, Susan	Honors and Awards	y
Farley, Cathy McCord	Conference Planning	y
Fuson, Courtney	ALA	y
Gambill, Jodie	Recording Secretary; Membership; Social Media Manager	y
Grady, Jenifer	Tenn-Share	y
Goins, Meredith	TLA Newsletter	y
Greenwald, Dolores	Leadership Development	y
Harris, Dinah	President	n/a
Huggins, Annelle R	Executive Director; Finance	y
Huwieler, Cara	Legislation	y
Jennings, Susan L.	Membership	y
Knoche, Susan	SELA	y
Maszaros, Sue	Technical Services	y
Matthews, Holly	Volunteer State Book Award	y
Merriman, Kevin	Electronic Resources	y
Nicholson, Jeffie	Public Relations; Social Media Manager	y
Novia, Jennifer	New Members	y
Reynolds, Judith	Legislation	y

<b>PRESENT Name</b>	<b>Board Position</b>	<b>Report Submitted? (y/n)</b>
Reynolds, Kevin	Strategic Planning	y
Robinson, Margaret E.	Publications Advisory Board	y
Romans, Larry	Intellectual Freedom	y
Rustomfram, Perveen	Bylaws & Procedures	y
Sherrill, Charles A.	Finance; State Library	y
Sutton, Stephanie	Special Libraries	y
Swoopes, Karen	Staff Development	y
Taylor, Athalia	Public Relations	y
Vance, Jason M	Capwiz Leader	y
White, Karen Louise	Scholarship	y
Whitver, Anne	Government Documents	y
Williams, DeAnza	Scholarship	y

**Guests: 0**

**Absent: 30**

<b>ABSENT Name</b>	<b>Board Position</b>	<b>Report Submitted? (y/n)</b>
Brannen, Michelle	Library Instruction	n
Brooks, Darlene	Memphis Area Library Council	n
Campbell, Kathy	<i>Tennessee Libraries</i> Book Reviews	y
Carter, Genny	TN History Book Award	y
Cohen, Scott	West TN Academic Library Consortia	n
Cowan-Henderson, Jennifer	TLA Conference Webpage	y
Dye-Reeves, Amy	ALA/TLA Student Chapter	n
Ellis, Mark	Advisory Committee on State Documents	y
Filippo, Inga A.	Archives & History	y
Frerking, Beth	TN Association of School Librarians	y
Hall, Gayla B.	Mid-State Library Association	n
Kelly, Louise R	Bylaws & Procedures	y
Kinnersley, Ruth T.	Vice President/President Elect	n/a



<b>ABSENT Name</b>	<b>Board Position</b>	<b>Report Submitted? (y/n)</b>
Lilton, Deborah L	Staff Development	y
Little, Hannah	TN Association of School Librarians	y
Madson, Andy	East Tennessee Library Association	y
Millican, Brooke	Public Libraries	n
Moriarity, Brenda	Boone Tree Library Association	y
Morgan, Louis	Honors and Awards	y
Oelschlegel, Sandy	TN Health Sciences Library Association	n
Ratledge, David	TLA-L	y
Ries, Susie	Friends of TN Libraries; Trustee/Friends	y
Searles, Sarah	School Libraries	y
Slaughter, Philenese	TN History Book Award	y
Walker, Janet	Public Libraries	n
Ward, Diette	Chattanooga Area Library Association	n
Weber, Joe	Staff Development	y
West, Kristen	<i>Tennessee Libraries</i> Assistant Editor	y
Wynn, Vivian	Federal LAN	y
York, Amy	<i>Tennessee Libraries</i> Editor	y