

MINUTES
Arizona Library Association
Executive Board
January 26, 2007
ASU West Campus, UCB 265
Glendale, Arizona

I. Call to Order

President Ann Dutton Ewbank called the meeting to order at 12:46.

II. Welcome and Introductions

Ann welcomed the group to the meeting. Everyone present introduced himself or herself. Ann reviewed the motion form procedures.

III. Disposition of the Agenda

Deborah Tasnodi moved, and Angie Creel-Erb seconded, that: *the January 26, 2007 agenda be approved.* Motion passed.

IV. Approval of the Minutes

Katherine O'Clair moved and Sheila Hofstetter seconded, that: *the October 13, 2006 minutes be approved with noted changes.* Motion passed.

V. President's Report

Ann reported what she was planning between conference and the meeting. She has been filling the vacant positions on the roster. We have quite a few vacancies in chair-elect positions. Those are reflected in the 2007 AzLA roster that is available online. All of the chair positions have been filled except for Intellectual Freedom. Ann has been monitoring what is happening in the State regarding Intellectual Freedom. Division and Interest Group vacancies are filled through appointment. Let Ann know if you know of anyone interested.

Since the conference, Ann has been planning today's AzLA Leadership Camp with 28 people attending with two special guests. Senator John Huppenthal, Majority Whip of the Arizona State Senate spent about 45 minutes with us. During the time, he spoke about his interest in libraries and that he had bumped a budget hearing to be here. State Librarian GladysAnn Wells gave a presentation.

VI. Treasurer's Report

Debbie Hanson reported for Denise Keller. The last calendar year came \$20,000 under budget, most of that in membership. The Association is solvent.

David Gunckel moved and Angela Creel-Erb seconded, that: *the Treasurer's Report be accepted.* Motion passed.

OLD BUSINESS

A. AzLA 2006 Conference Update

Holly Henley reported. One of the goals of the conference was to increase attendance. This year we had 754 attendees, 637 attended last year. Of the 754, 667 pre-registered. 140 attended the author's reception, 11 pre-conferences offered, and 73 conference sessions, including the keynote were offered. Of those 59 were conference sessions and 13 were author programs. We collected over 200 books for the conference school.

The committee received only 72 evaluations for the whole conference. Most popular sessions were the keynote and the Google session. Highlights were the speakers/programs and networking. We know that we need to focus on giving attendees opportunities to network and participate in high quality programs.

Conference committee is already working on events needing the most improvements: online registration, program booklet, and availability of food and beverages throughout the day. Many people commented there was no coffee in the morning.

If we do two pre-conferences on one day, it is difficult to get lunch in one hour. Committee is looking into the options of making food available for participants on site to have lunch and get to an afternoon conference.

Most liked the location of Mesa, especially the free parking. The vendors like it because it is an easy access in and out of the venue. Most liked the luncheon's awards program but did not like the food. They liked the networking opportunities. The program went smoothly and on time. Participants were able to get out and get to the afternoon sessions.

Embedding the division and interest group meetings during the day was good strategy to encourage participation, but we did learn that the divisions and interest groups need more time. We should not be backing one program up to another in one room because speakers cannot get in to set up.

Katherine O'Clair suggested that conference evaluations be made available online and 10% percent return of forms is a normal return rate. We need to make it more obvious where to return the evaluations.

Vendors were asked for evaluations. They want more no-conflict time so they are working with the schedule.

Deborah said that the conference committee did an awesome job. What people picked at was logistics, but what they liked was the overall program.

NEW BUSINESS

A. 2007 Legislative Agenda

Brenda Brown reported. Brenda said that members should be making their contacts with the legislature and thanking them for supporting their library. She recommended giving them the opportunity to be present in their library, especially in an election year.

Library issues of importance are State Grants-in-Aid 12 cents per capita, we want to increase this. This was to match or help LSTA; it has been traditionally funded at the minimum level federal requirement. To give us an idea of where we stand nationally, Arizona is one of the lowest rates in State Grants-in-Aid. Ohio gives \$60 per capita and we get 12 cents per capita.

Ann has an initiative to fund a collaborative effort to purchase electronic resources for schools in the public library through the state library. Vendors want to make K1-12 schools and community colleges pay for the databases. They are trying to figure out a way to get vendors to give the students in K-12 schools full access to the databases while in school without each school having to pay for the databases or going through the public libraries. The statewide program through the State Library is a consortium of the school libraries, the public libraries, community colleges, and the academic libraries. The issue is that the State Library does not have jurisdiction over school libraries. It would have to be a very comprehensive intergovernmental agreement.

Sally has an initiative that we hope to get accomplished this year dealing with the Department of Education's "Arizona Report Card" for each school. The schools secretary is asked to fill out the electronic template. We are asking that two or three lines be added to ask, is there a school library at this facility, what is the title of the person who runs the library, and ask for the name and e-mail so that we can better understand who is running the school libraries within the state. The state has never mandated a certified teacher-librarian in the schools. The data is collected on all schools whether public, charter, and so forth.

Library Legislative Day is scheduled for Thursday, April 19, 2007. The budget request is so that we have the luncheon in a tent outside versus inside. Goal is get at least 100 participants. This will get the legislatures attention. Brenda is gathering information and issues to create talking points for the agenda packet.

B. AzLA Regional Forum - Gila County, April 27

Ann reported. Terry Morris in the Gila County Public Library in Payson will host the first Regional Forum that AzLA has had in two years. It will be held in Payson on Friday, April 27. The AzLA Board meeting will be held in conjunction with the forum in Payson on Thursday, April 26. The Regional Forum is a one-day mini conference that moves around the state. A county library normally hosts the forum and selects the topic. The fee is about a \$15 cost to cover the expenses for the forum. The topics are usually very broad. Terri is well known for giving her great hospitality. The benefit of it being outside of Phoenix or Tucson, anyone who works in the area has an opportunity to come that otherwise might not be able to attend the annual conference.

ACTION ITEMS

A. 2007 Advertising/Sponsorship rates

Ann led a discussion about the newsletter advertising rates. Ann recommended consolidating the information into one packet for the vendors. Currently, the association has a flyer for advertising in the online newsletter, a flyer advertising sponsorships for the conference. The Association does not have a flyer for web advertisement. The advertisement includes that a vendor exhibit in the exhibit hall. She suggested that we consolidate the four advertisements into one package to send out to vendors.

AzLA Newsletter Advertising Rates, 2007: Brenda Janson suggested \$125 for ¼-page instead of the \$150, \$175 for ½-page instead of \$200, and \$200 for the full-page instead of \$300. Her justification is that since the newsletter is online the advertisers are reluctant to pay \$300 for a full-page ad. No vendor has ever purchased a full-page ad. We should really sell the ½-page. She does not like how the ¼ -page ad looks.

Katherine suggested creating a tiered approach to give price breaks such as \$200 for a 1/2page and give a reduced rate for a web banner ad. Suggestion was made to either eliminate the 1/4-page making it more cost effective to go with a 1/2-page ad since the 1/2-page looks better.

Since the Association received four inquiries, the Board will be making a decision on advertising rates since we are quoting 2004 rates. The recommended rates are comparable with other associations and giving price breaks is important. Brenda is a one-person operation and it would be difficult for her to track the price breaks. The Association will need to keep the various advertising methods separate. Advertising for multiple months would also receive a price break.

The Association will sell newsletter advertisement at \$150 for 1/4-page ad, \$200 for 1/2-page ad, \$300 for full-page ad.

AzLA Web Site Advertising Rates, 2007: Ann led a discussion on standards in web advertising. The Board decided to allow no more than six ads. We will offer a one-year maximum contract, first come, first served. We will also make available for two banner ads and four text ads. If we are inundated with requests, we can change this through an executive board vote via e-mail. We can also look at placing specific industry ads on particular division pages. We could embed more ads within the pages as we progress. We will start with the main webpage first.

The association will initiate web site advertising rates 180 x 108 pixel clickable banner at \$200 a month or \$2,000 a year and the text-based clickable ad will sell for \$120 a month or \$1,200 a year. We will explore the issue of a disclaimer with an attorney. We will have six ads (2 banners, 4 texts) on the home page with a one-year contract, first come first serve. The contract will start at the first of the month run for the whole month.

Maximize Your Company's Exposure: Ann led a discussion about the flyer, "Maximize Your Company's Exposure," that informs companies and potential sponsors about sponsoring the 2007 conference. The word "Arizona" would be removed from the "Author Reception Sponsor." Maximum number of Platinum Sponsors is two for \$2,500 each, Gold Sponsor for four at \$1,000, Silver Sponsor for eight at \$750, Silver Sponsor for ten at \$500, and Copper Sponsor for eight at \$250. A section called, "Don't see it listed here" Just Ask!" was added to help promote the sponsor. A paragraph will be added that explaining the market. The sponsors will have a place at the banquet, but not at a VIP table. A section about sponsoring breakfasts, a vendor sponsored beverage station, and an afternoon snack sponsor will be added. We will finish this and get the information out soon to attract more sponsors. The Conference Committee will work on the specifics.

Katherine O'Clair moved and Deborah Tasnodi seconded, that: approve the 2007 advertising and sponsorship rates as discussed. Motion passed.

B. 2007 Conference Manager Contract – *the next great event*

The contract before the Board is with Kerrell Farmelant of "the next great event." The contract is for a fixed fee of \$17,500 for the conference. Co-chairs stated that are comfortable with working with her. Since there is only one proposal, it was recommended that the Board only offer a one-year contract instead of a multi-year contract.

Deborah Tasnadi moved, and Angela Cree-Erb seconded, that: *approve the Next Great Event proposal for running the 2007 conference per recommendation of the Conference Committee. Motion passed.*

C. 2007 Conference Registration Contract and Association Management Contract

President asked Debbie Hanson, AMA to leave the meeting while the Board discussed the contracts.

Association Managers of America (AMA) – Arizona Library Association Contract: The proposed contract would extend AMA's contract for two years and increase the fee to \$500/month starting March 1, 2007. Deborah commented that Debbie has been able to make things more streamlined and efficient. AMA spent more time this past year to improve and streamline how AzLA operated. First year was a tough one for Debbie. We are asking for justification for the rate increase. Did AMA ask for a comparable rate? The Board wanted an explanation for the 25% increase per month. Thoughts were expressed about what new ideas and initiatives Debbie had for the Association.

AMA-AzLA Conference Management Contract

The Board also discussed the contract with AMA to manage the conference for a flat fee of \$6,000.

Q&A with Debbie Hanson, AMA

Q. What are the comparable rates?

A. No

Q. Why 25% increase per month?

A. First year's work was more than anticipated. Volume increase drove the request. There will not be a 25% increase in following years.

Q. What new ideas does she have for the Association?

A. Membership and getting members not attending to attend, make use of the website.

Q. Are you comfortable with giving an Executive Secretary Report quarterly at the Board meeting?

A. Debbie agreed to give a report based on Exhibit A.

Q. Phones answered in one business day and better customer service for the conference.

A. We need to clarify what we expect and who is to be responsible.

Debbie left the room again so the Board could conclude its discussions and vote.

Deborah Tasnadi moved, and David Gunckel seconded, that: *approve both the two-year Association Managers of America contract and the one-year Conference Registration Management contract. Motion passed.*

D. Technical Services IG Petition Request

Linda Mortland presented a petition requesting to develop a Technical Services Interest Group. Since so many groups are interrelated and would like to work together, Technical Services will work to bring other groups together. The group met during the conference and gathered the

needed qualifying 25 signatures of bona fide members. A statement of purpose was presented to the board for consideration. The group was started about five years ago at a public library and it has been meeting quarterly ever since it was formed. The group is librarians and library staff who are mainly in the Phoenix-metro area. A very active group share ideas and talk about changes in technology and the effects it has on cataloging. New issues such as out sourcing and new technology that effect their work. They look at the common problems and look for possible solutions. The group is interested in working with other groups and divisions. Ann stated that it is a group very important to the organization and is one way to bring in the paraprofessional who works in technical services. They do invaluable work and belong in the association.

Ann reviewed that the group is required to hold an annual meeting, is responsible for offering conference programs, submitting an annual report, and may hold special programs outside of the conference. The group can set-up a listserv and a web page to help with communications.

Marley Helm is chair-elect. Deborah requested that the group put together an informational paragraph for the newsletter. Eileen Jaffe is program chair.

Mary Hartz-Musgrave moved, Deborah Tasnadi seconded, that: *the Technical Services Interest Group be approved. Motion passed.*

E. TLD Statement on No Child Left Behind

Linda reported on the survey for AASL's survey on "No Child Left Behind" and the amendment. The American Association of School Librarians and the American Library Association would like to see teacher librarians as being highly qualified as part of the "No Child Left Behind" document when it is reauthorized. They asked each state member to answer questions. The document will be presented to the President and the Congress on the reauthorization of "No Child Left Behind."

The Association is being asked to support the initiative and send the document as a statement of concern. The underlying issue is that school librarian should be highly qualified and mentioned in "No Child Left Behind" that means the school librarians would have to meet credentials. This is a federal government Title I initiative that left the librarians out. This does make a statement about the librarian profession all together.

Linda Renfro moved, and David Gunckel seconded, that: *the TLD Resolution, "No Child Left Behind" be endorsed and sent to ALA. Motion passed*

F. 2007 Budget Requests

Teacher Library Division Add \$1,300 for 2008 midwinter. \$1,000 for scholarship by Bound-to-Stay-Bound \$913 for 2007 midwinter, 2,000 for annual and 2008 midwinter.

College and University Division request \$260 to hire Affiniscape to update Association's online membership and renewal forms. This will be treated as a contingency request.

Special Library Division request \$250 workshop on continuing education outside of conference. Hoping to recover about \$100. Contingency request.

Executive Board Travel for National Legislative Day \$1,725

ALA Representative to ALA \$800

MPLA Representative to MPLA \$500

President-Elect to attend ALA Orientation and/or ALA Legislative Day tabled until later

College & University request for Contracts with Affiniscape and Survey Monkey

AzLA Legislative Day \$5,695 for a tent luncheon to be held on 4/19 during National Library Week.

One Book Arizona

AzLA joint SIRLS Reception for ALA President-elect \$1,000

Arizona Book Festival booth for AzLA \$250 on 4/14

David Gunckel moved, Katherine O'Clair seconded, that: *the 2007 budget be amended as discussed.* Motion passed

Katherine O'Clair moved, Sheila Hofstetter seconded, that: *the award for Louise Stevens be paid for by AzLA funds.* Motion passed.

II. Reports Division and IG

Due to time constraint, reports are to be sent to the Secretary except for the following.

A. Interest Groups

- i. Horner Fellowship Committee** \$10,845 to send AZ librarian to Japan.

Ann Ewbank moved, Angela Creel-Erb seconded, that: *the 2007 Horner Fellowship budget request is approved as proposed by Kristen Fletcher-Speer.* Motion passed.

For the Good of the Order

Due to time constraint, no issues were raised.

The meeting adjourned at 3:54 pm.

Respectfully submitted,
Mary Hartz-Musgrave
Secretary