

**AzLA Board Meeting
July 17 2015**

- **Present**
 - Dan Stanton
 - Debbie Hanson-Trip
 - Cindy McQueen
 - Christine Tuttle
 - Joyce Martin
 - Rebecca Brendel
 - Amber Kent
 - Andrew See
 - Ann Leonard
 - Sandy Edwards
 - Dale Savage
 - Denise Keller
 - Amber Mathewson
 - Alexis Skidmore
 - Jasper Halt
 - Holly Henley
 - Gina Macaluso
 - Ingrid Trebisky
 - Alexandra Humphreys
 - Kathy Husser

- **Call to Order 10:05 AM**

- **Approval of Agenda**

- **Approval of April minutes with no changes**

- **Welcome and Updates**
 - **Dan**
 - Awards Nominations Reminder
 - nominate a colleague
 - August 15th new deadline
 - MPLA Leadership Institute Reminder
 - May 2016 YMCA of the Rockies, Estes Park, Colorado
 - Application deadline is October 31st
 - Can apply to Arizona State Library for a scholarship
 - The Institute is also looking for mentors
 - Professional Development Committee

- Meets online every other Monday online contact chair Becky Brendel
 - AzLA Web Presence
 - Congratulations to Amanda, Andrew, Conference Committee and others for making the AzLA web presence more robust.
 - Reports, minutes, recorded meetings, and legislative alerts are now available through the AzLA website.
 - SIRLS students will help create tutorials (using Guide on the Side) demonstrating for members how to make the most of the AzLA website
- **State Librarians' Report delivered by Holly Henley**
 - State Library will now have two deputy directors, Ted Hale over archives and records management functions and Holly Henley as the Deputy Director of Library Services
 - One goal of the reorganization is to use technology more efficiently
 - Linda Montgomery from the Talking Book Library is retiring on July 30th and Janet Fisher will move into her position
 - See the newsletter to learn about the many professional development workshops the State Library will offer in the fall.
- **Board Action Items**
 - **Web/Social Media committee – Andrew**
 - Web committee will begin using the AZLA Linked In page to push out library job postings
 - To post a job send an email to web committee or contact through Linked In if you have a job to post.
 - It is also possible for members to log in to the AzLA website and post their cv through the Careers app
 - Board voted yes for the web committee to pursue job posting strategy for AZLA and Linked In account
 - Guide on the Side tutorials so members could use full functionality of AZLA website
 - Tutorial walks you through the web site and how to set up a profile and blog
 - University of Arizona will host the server for AZLA Guide on the Side
 - AzLA is partnering with SIRLS students to create the tutorials
 - **Horner Special Project - Alexandra**
 - Board voted yes for the Horner Fellowship to fund a second individual to do a week long project in Japan up to \$5000
 - **Marketing – Alexis Skidmore**
 - Marketing has \$4700 in their account to get started on a statewide marketing campaign.

- Alexis will start contacting Friends groups and library directors to garner support for an AzLA led statewide campaign marketing the importance of libraries
 - Web/Social Media Committee will look into setting up donation site
 - Donation information can be added to conference information
- **Membership Committee survey – Sandy Edwards**
 - Board voted to approve an email to approximately 900; current number of active members is 463
 - Amber M. – Comments from Chapter Leaders Forum at ALA – being a member of the State association is like bringing people to church. They’re not there for the rewards; they want to be part of the library community. Libraries are important and we need to support the profession.
 - Comments from Alexis – lapses in roles in organization due to everyone’s busyness; a lot don’t know the organization pays for a lobbyist; said participating in AzLA has been a learning experience for her
 - Suggest a page in the Conference program with AzLA initiatives – provide some personal quotes to add a “softer” touch
 - Dan talked about a conversation he had with the fairly new ASU University Librarian; talked to him about AzLA; in the past ASU paid for conference registration – now if someone is presenting the University will cost one night’s stay as well
- **Prenda AZ Code Challenge – Kelly Smith**
 - Weekend of July 24-26th
 - Board vote yes to approve AZ Code Challenge’s use of the AzLA logo and agreed to be listed as a sponsor for this event
 - Scottsdale Public has two clubs; they had someone come in and do a two week program.
- **Budget – Denise Keller**
 - The balance has been spent down; AzLA’s investment person has sold \$10,000 in securities the past three months to cover expenses (total \$30,000); need some new revenue streams; discussed soliciting from vendors – Polaris is one of the biggest vendors in the state; they should be supporting the Association more; try to bump up advertising on the website; raising dues/conference fee can affect how many members in an institution can belong/attend; We need more vendor members; MPLA Leadership Inst. asks for sponsorships; at conference vendors can sponsor an event (with some benefits); Dale will forward sheet that they

use: MPLA also uses Kroger cards; discussion on different companies we and the public can link to for fundraising– Amazon Smile, Basha’s, Fry’s, etc.; we need to watch our wallet!

- **Regional Forum Discussion**

- Dan sent out a memo; workgroup has met to discuss what to do since we didn’t have one this year; want to take this off the County Librarians and put it on AzLA; funding will be built in via the Professional Development Committee; forum will be held once per year in conjunction with in-person AzLA Board Meeting – this may make it easier for members to get funding from their organizations; rotational basis; still want County Librarians involved but Professional Development Committee will have input as well; again, look for sponsorship opportunities; have AzLA Membership and MAC members on site; County Librarian will secure the site, line-up lunch, and look into overnight accommodations; the Regional Representatives are taking the lead on this; AzLA should be approving/disapproving a proposal that is made

- **Governance**

- The following items were approved by Board vote:

- Requested modifications to and then approved “AzLA Travel Guidelines for Guest Speakers.” Suggest that it and the “Speaker Reimbursement Request” form be placed on the website and incorporated into the Handbook.
- Received request that the following be added to the Handbook under the section: “Committee Chairs: Powers & Duties” >> “Is responsible for insuring that the Committee Chair or other designee contributes and regularly reports to the Web and Social Networking Committee.” The Committee suggests that this be included with the following addenda: 1) that it be changed to “the Web & Social Networking and the Newsletter Committees” and 2) that this be included under the section “Division Chairs: Powers & Duties,” as well.
- Stephens Fellowship Committee
- HFC: Application, Criteria, Emergency Contact, Liability Release, Memo of Understanding, Model Release
- At an earlier Executive Board Meeting, the Governance Committee was asked to review the status of Interest Groups. Survey Monkey prepared. This needs to be finalized and sent out to members.
 - The Board approved the survey be sent out in September (after the Membership survey), and assigned it back to the Governance

Committee to do so. AzLA has a Survey Monkey account and an email blast can be arranged with Debbie in AzLA Admin. Survey Monkey also creates a uniform report of all the data.

- Webmaster Job Description
- Sunset Provision policy for sub-units of AzLA
 - The Board approved this and assigned it back as a duty of the Governance Committee.
- The Board tabled the following item:
 - The Governance Committee has noticed that the Information Services Interest Group has its Mission Statement one that is basically identical to that of AzLA. We are asking them to refine the statement to make it distinctive to their group.
 - Await results of survey before taking action.
- **Next meeting Friday October 16th in Tucson at the University of Arizona**
- **Meeting Adjourned 2:34PM**