



MINNESOTA LIBRARY
ASSOCIATION

Minnesota Library Association

Board Meeting Minutes

Friday, June 17, 2016

10:00 AM – 12:00 PM

Present: Kate (Bessey) Anderson (Treasurer), Deborah Bifulk (Member at Large), Amy Boese (President Elect), Megan Kocher (Intellectual Freedom Committee Chair), Amanda Mills (ARLD Chair) via phone, Barbara Misselt (Legislative Committee Chair), Laura Morlock (Secretary), Sara Ring (ALA Chapter Councilor), Tammy Schoenberg (Executive Director) via phone, Margaret Stone (President), Maggie Snow (Past President), Frances Veit (PLD Chair), Amy Wilde (MLTA Chair) via phone and guests Ashley Driste, Tony Molaro, and Deb Torres.

Absent: n/a

Meeting called to order by Margaret at 10:02am.

Welcome and Introductions

Approval of Consent Agenda

Board meeting agenda

May Minutes

Reports

Snow made a motion to approve consent agenda. Anderson seconded. All were in favor and the motion was approved.

Approval of financials (Bessey)

Bessey reviewed the May financials that were included in the meeting packet.

1. Total Assets: \$150,696
2. Total Revenue YTD: \$74,688
3. Total Cost of Sales YTD: \$13,765
4. Monthly Expenses for May: \$14,029
5. Showing YTD Net Income/(Loss): \$8,845 -net (Loss)
 - a. 2016 annual budget projected net income of \$3,067 at year end

The Board will do a check in in July to make sure everything is on track.

Bessey made a motion to approve the May financial. Snow seconded the motion. There was no additional discussion. All were in favor and the motion was approved.

Engaging our members

2016 Conference update (Snow, Stone, Boese)

Maggie gave an update that all conference sessions have been selected. There are eleven rooms we have to use for sessions. Confirmation emails were sent out from Tammy. Keynote and featured speaker contracts are coming in. Travel arrangements are being worked on. Margaret shared news on decisions about food that are being worked on. There will be meat! Cake for dessert on Thursday. There are sponsors; Amy is working on this. There will be an after-hours event at the Glensheen Mansion with a flashlight tour and fire on the beach.

Project Updates

Digital History (Ring)

Sara shared that they uploaded a fifth batch of content and they are halfway done with the project. The last batch is mostly MLA newsletters and regional conferences. They'll do another article in the Round Up. It's now at 353 records uploaded! There are four people working on this. They may need to recruit more help for the project; the goal is to have it done before the conference.

125th Celebration

Tammy put a tab on the MLA website. Selfie videos are being completed. Round Up posts are still happening.

Continuing Education Committee (Boese)

Amy shared that the Committee has been meeting. Nicole Miller will be the chair. They have a solid committee and have been moving forward with the survey and will discuss the results in July. Originally it had been intended to have it similar to MILE. It is going in good directions. There will be a spot on the website. The survey is really asking people what they want and is to have an end result of offering broader education opportunities.

Website Task Force (Stone)

Margaret mentioned that the Task Force seems to have died. She has to revisit this. They don't need to know coding just website design. It was suggested to try the MLIS Program at St. Catherine University and see about an internship with students.

Strengthening our organization

MHQ Update (Schoenberg)

Tammy updated the Board that MHQ is growing and moving to its own space in the same building. The address is the same but the suite number has changed. There will be a meeting space that can seat 10-50 people that would be available.

2018 conference venue (Ashley Driste)

Ashley presented venue options for the 2018 MLA Conference. She suggested that St. Cloud would probably be MLA's best option. She researched but did not come up with a new venue setting that will work for us based on our needs. Mankato is the second suggestion with St. Paul as the third. One

update is that there are now more hotel options in St. Cloud versus just the Best Western. Dates are still open. Other locations researched were: Duluth and Rochester. It will be Rochester in 2017 so St. Cloud would be the better option for 2018 to move the location around Minnesota. Could they look at Alexandria or Brainerd (Arrowood-Kate looked at the numbers from their website)? How large of a space do we need to accommodate 300-500 people at one time for the general session with 10-12 breakout session rooms. Consensus so far was to choose St. Cloud for 2018. Every so often the Conference Committee tries to look at other locations, but our organizational size doesn't allow for much variation on the venues. Per dates, there were comments about leaning more toward October versus September dates; it can affect the vendors and other state conferences.

Snow made a motion to use St. Cloud's Rivers Edge for the 2018 conference. Ring seconded the motion. All in favor and the motion was approved. The board would prefer the October 10-12, 2018 date.

Partnership with Saint Catherine University (Stone & Guests Tony Molaro and Deb Torres)

The background for the proposal is that St. Kate's would like to involve MLA a Corporate Partnership with the MLIS Program that would include a discount of 10% for tuition if the students were members of MLA. There are some concerns. MLA is in partnership with ALA where students can be members of both ALA and MLA at a discount rate.

Tony Molaro and Deb Torres from MLIS came to talk about this opportunity. This is the first time for a partnership like this for MLIS, though St. Kate's as an institution has had these partnerships. MLIS is approaching MLA as we are the largest state association. It could entail a contract, MLIS could email members once a year and there would be something on the MLA website.

Questions for discussion involved: what sorts of classes would be involved especially as most MLA members already have an MLIS. (There are currently 130 students enrolled right now in the MLIS Program.) What about continuing education? Does St. Kate's offer online classes? Not yet. There would not be a non-compete clause. There would be an ad on the MLA website versus an endorsement.

Thoughts, concerns, questions?

It sounds mutually beneficial. Pursue MCTC also having an ad on the MLA website as well? Amanda will check in with her organization, MCTC, about this. MCTC does have a lot of continuing education opportunities and has online courses offered. Do the same sort of contract with them? Does it have to be only MLIS classes or can it be other program courses? The discussion is still at the University discussion level for the MLIS Program.

Tony and Deb will talk to their University contacts about these questions. Send them questions if you have any.

Educating & activating a library support network

Steering Committee meeting (Misselt)

Lobbyist Evaluation Process (Misselt)

The Steering Committee met and had a good meeting. There is good representation from all of the different groups. They set timelines. A major task is to evaluate the Lobbyist role. There is a lobbyist survey in process. It is being reviewed by the Committee and will then be sent out. The other main task is to research other possible lobbyists. The steering committee is preparing an RFI to review other options and costs. They meet the first Wednesday of each month in July and August. The contract with Capitol Hill Associates ends at the end of August. Elaine will be at Legislative Forum in St. Cloud. The payment for the Lobbyist is from ITEM, the Multi-types and CRPSLA and MLA; MLA is the fiscal agent.

Legislative Forum update (Misselt)

Talked with Jami yesterday. The Forum will be in St. Cloud as it is a central location and cost effective. They will do a 101 for the Platform. It is a funding and reelection year.

IFC Update (Kocher)

Megan gave an update on the book challenge. There was a resolution. The School Board met and had a discussion with the decision about the book staying on the shelves with stipulations for use. Megan talked with the librarian of that school about resources, especially on developing a policy for that library. The Orchid Murders by Hunt is another book challenge that Megan is working on as Intellectual Freedom Chair. The framework for a book challenge is in place.

Libraries Transform (Ring)

Sara shared that she'll be at the ALA Conference. At the ALA Council meeting there will be a chance to hear from all Council members about ways to engage from the Libraries Transform campaign. They are reaching out to the Chapters about how to get the word out and get feedback. Here are the three questions they want the Chapter liaisons to respond to:

1. What can I do to amplify the message about the Libraries Transform campaign?
2. What are the desired outcomes for the Libraries Transform campaign in next 6 months?
3. What are the desired outcomes for the Libraries Transform campaign in next 2-3 years?

Ideas from the Board included: can we make stickers for the Libraries Transform campaign phrase for Minnesota? Or bumper stickers (500 are \$371)? There are the ALA "Because libraries..." statements. We could create some statements pertinent for Minnesota. An example Sara came up with Minnesota Libraries Transform is: "Because winter's in MN go faster with a book..."! Anoka County used these sorts of statements for their annual report this year with statistics. It was suggested that ALA should do a billboard campaign for the Libraries Transform campaign. One billboard in every state. What are the costs for a billboard? Around \$2000. Another idea is to utilize digital read outs. ALA can start to change the perceptive of libraries and also of librarians. Sara will share the full report after the ALA conference.

Minnesota Library Foundation Rep

Margaret gave an update. She talked with Ben Trapskin. They have a three-year term limit. There is no job description. The main function is to help with fundraising and fundraising ideas. The proposal is to have an MLA Board member be a member on the MLF Board. Margaret shared the history of MLF fund

trail, from a conversation with Bill Asp. The MLF Board meets four times a year. There was discussion about which MLA Board member should be on the MLF Board. The MLA Board should appoint it. Could be an ad hoc position with the MLA Board and Conference Planning Committee?

Does the MLA Board want to post this position, as looking for someone to represent MLA in these aspects:

- Fundraising responsibilities
- Serve on the Conference Planning Committee
- 3 year limit term
- Reports to the MLA Board
- With a note on the structure, timeframe and logistics defined.

Margaret will write up a job description for this position to bring back to the Board at the next meeting.

Developing and equipping our leaders

Nothing to report this month.

Other

PLD is working on a schedule of more communication for member engagement.

Membership Committee will have a volunteer for conference help and first time attendee interactions. Could have a table reserved for them at lunch at the conference. Member profiles with DORT project, many members are utilizing the skills input. It has not been promoted in the RoundUp yet. Deborah can check in with Tammy about making an announcement about this. Sara can help with this too.

Margaret had an update on MILE's request for funding. There isn't a lot to report yet. The Chairs will be invited for the September meeting.

Adjourn

Bifulk moved to adjourn the meeting at 11:53am; Anderson seconded the motion. All were in favor and the motion was approved.

Next meeting: July 22, 2016 from 10 am to noon at MELSA.