

**Minnesota Library Association  
Board Meeting Minutes**

**Friday, June 19, 2015**

**10:00AM – 12:00 PM**

MELSA

1619 Dayton Avenue, Suite 320

St. Paul, MN 55104-6276

**Present:** Robin Ewing, Maureen Gormley, Stephanie Hall, Jennifer Hootman, Carla Lydon, Michele McGraw, Laura Morlock, Maggie Snow, Margaret Stone, Amy Wilde and Tammy Schoenberg.

**Absent:** Pat Conley, Dan Reeves

**CALL TO ORDER:** Snow called the meeting to order at 10am.

**Welcome and Introductions**

**Approval of Consent Agenda**

- o Board Meeting Agenda
- o April Minutes
- o Reports

Note: “Engaging Members” notes were sent to Snow from people who attended those events.

**Approval of financials (Hootman)**

1. **Total Assets:** \$188,711
2. **Total Revenue YTD:** \$95,401
3. **Total Costs of sales YTD:** \$29,621
4. **Monthly Expenses for May:** \$15,572
5. **Showing YTD Net Income/(Loss):** \$3,024 (net gain)
  - a. 2015 annual budget projected Net (Loss) of (\$50,205) at year end

Motion to approve moved by Stone; Hall seconded. Motion carried.

**Educating & activating a library support network**

- o Legislative Update (Conley) – Legislative Forum scheduled for July 8.
- o Migration from Capwiz to Engage (Conley, Ewing) - Conley was in contact with MLA and it is good to go. It will be on the MLA site on Monday and will roll out to members. We could have an introduction session on it at the Legislative Forum. Lydon can help with it. There is an instructional video. Send feedback to Snow.

**Strengthening our organization**

- o Digitizing Records (Snow) – Snow sent application to us last month. Haven’t heard back yet about whether the application is approved yet.

o Financial Strategy (Schoenberg and Finance Committee – Hootman, McGraw, Lydon, Morlock, Snow). According to policies we currently need to have 125,000 in operating reserves. The Finance Committee proposed that MLA increase membership dues by 15%; have new member totals increase up to \$1500; increase conference registration fees; webinars are currently free to members – it was proposed to add a \$25 fee for non-members with registration through the MLA website. These are all open for discussion. There was concern about a net gain in 2017; should we budget to rebuild a reserve? Or maybe for a strategic reserve? Create some language to explain what the money is for, for the members. For a by-law change we have to have language for the members. Operation reserves are the cushion for MLA.

There is language in the 2008 policy manual regarding subunit budget and finances but the policy has not been enforced. Each subunit gets \$100-\$200, based on its level. Anything above that needs a proposal form submitted to the MLA Board for approval. This process should be enforced moving forward.

The raising of membership dues will need a By-Law change that has to go before the membership at this fall's conference for approval.

The membership increase will be the charge of Membership Committee. Could be around 10 new members but is up to \$1500 additional revenue. This needs to happen now. Change language in proposal to indicate that "all individual and organization fees will increase." Add that "the numbers can round up." For other organizations do they address dues so that they have to be approved by membership? Yes. It is not technically a By-laws change but an appendix update. This is an economics reality; show the graphs. The By-laws change proposal will be announced by the MLA Secretary at the annual meeting. The message is: "This is what would happen if we didn't make these changes now." Add a line to graph to show the "current pace of spending" to indicate where the \$125,000 point will occur.

Motion: Hall made a motion to bring a dues increase of 15% to the members to vote on at the Annual Meeting in October; to increase conference registration fees for 2016 by 15%; and to charge non-members \$25 for webinars; and enforce existing policies for subunit spending. Stone seconded. All were in favor and the motion was passed.

### **Engaging our members**

o 2015 Conference update (Stone, McGraw) – Stone indicated that sixty plus program sessions are confirmed. Decisions should be done by late June or early July. They will have the sessions posted before registration opens. They are currently working on getting the Sched app in place. Everything will be laid out in the next two weeks. Michelle is working on organizing the schedule. Exhibits and sponsors are underway (3-4 sponsors; 15 exhibitors). A reminder call has been sent out. The Local Arrangements Committee is working on ideas.

o 2017 Annual Conference – Venue Decision (Schoenberg) – see handout on three sites: St. Cloud Rivers Edge \$58,000; Rochester Mayo \$57,000; and Minneapolis Hyatt Regency \$60,000. This year St. Paul is \$68,000. There were issues with Rochester the last time: a mess up with handicap accessibility, food, and placement of session rooms. We need to do some research on the past issues before we move forward; we did get a substantial refund. There were large room facility issues also (not enough space). Is attendance low when we are in Rochester? Registration numbers need to be checked.

It was noted that there are issues with having the conference site in the metro area versus greater MN. Consensus to check out Rochester again (the first week of October), especially with their renovation updates, and to look at St. Cloud (last week of September) as a second choice. Check out records on

the 2010 Rochester conference. For sure, choose a different option for catering; not Kahler. This will be brought back for discussion at the next meeting.

o 125th Anniversary Committee (Stone) – fabulous committee with many ideas including: a timeline which will be announced at this year's conference. It will be created based on MLA events, etc. digitally on the website and visually displayed on a wall at the 2016 conference. There will be trivia questions via RoundUp with historical photos; a travelling display with banner (open for requests for location sites; ship it via Minitex). The Committee may come back to the Board for funds. The travelling banner sounds attractive as it is not too expensive, and is easy to ship. It can be promoted at different library events, annual meetings, etc. Other ideas included: 125 lists of things: presidents, conference information, etc. We will use a Google docs form to collect data from member engagement for the lists. There will be an oral history project from members; information will be collected and shared at the 2016 conference. It will be promoted through RoundUp. The MLA Wikipedia site is up and running with data. The Memorial Honor Roll will be revamped. This may be an Awards Committee task in the future. Luncheon at 2016 conference will be a celebration with cake and party. Lastly in December 2016 a message will go out to each MLA member as a celebration. A question came up regarding the difference between the Bill Asp Award and the Memorial Roll of Honor. It is more of a recognition (like a hall of fame). This will be brought to the Board for approval.

o Membership Committee (Lydon) – Have not met since May. There was a written report from that time. Working on compiling a list on the value of MLA membership. Received data from Schoenberg and MHQ interns on MLA data. Committee will be reviewing this data.

### **Developing and equipping our leaders**

o Project updates – PLD day report from Stephanie. The event went well. The main speaker from Rochester was wonderful; the space was phenomenal; and food was acceptable. It was a five-hour conference with 60 people. Got great suggestions for next year. Had a historical review of regional systems and received feedback to include something on metro systems next time. Compare attendance from last PLD day when it was preconference. There were some scheduling issues, for example ARLD met four days before and there was a Dakota County managers meeting conflict the same day. Does MHQ keep a master schedule to compare dates for MLA events?

o Subunit Summer Summit – the Summit will be next Tuesday. There will be feedback from that meeting for the Board. The MLA Policies document is being worked on and part of that is the subunit sections. When completed it will be posted on the website for member access. Subunit meeting minutes should be sent to MHQ for posting on the website. This spring many subunit events happened.

o Nominating Committee update – Close to having a slate of candidates. Should be done the end of next week possibly. Check By-laws about the Nominating Committee and role of Secretary; Board members should not be on that Committee. There will be an opportunity for members to submit their own names for the slate of candidates to make sure process is clean.

Other: Robin brought up the idea of a contribution to the Charleston County library system for a memorial donation from MLA. Thoughts? See what the fund is for from the system first. Gormley made a motion to donate \$100 to the Friends of the Library in honor of Cynthia Hurd. McGraw seconded the motion. All were in favor and the motion was approved.

Reminder: there is a rotation of Board members for sending key meeting highlights for the MLA Roundup. Hall will do the June meeting.

Stone made mention of the MLA website. She checked out other state association websites. Forms and logos should only be accessible after you log in, with financial information only in the budget summary. We need to have a conversation about this later. There was a question about organizational members. We need to clarify this area on the website as well.

Hall made a motion to immediately move the forms and logos page to a member's only page. Ewing seconded the motion. All were in favor and the motion was approved.

Other: Snow will bring back to the Board an April agenda item to create a task force for the Learning and Development Committee to help with MILE, and the other mid-career group, for example. Snow will have some names to propose for a Chair at the July meeting.

**ADJOURNMENT:** Lydon moved to adjourn the meeting at 11:32 a.m. Hootman seconded the motion. All were in favor and the motion was approved.

Next meeting: Friday, July 17, from 10 am to noon at MELSA.