

## Minnesota Library Association

### Board Meeting Minutes

Friday, December 20, 2013

10:00 AM – 12:00 PM

MELSA

1619 Dayton Avenue, Suite 320

St. Paul, MN 55104-6276

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**Present:** Kirsten Clark, Anna Hulseberg, Kristen Mastel, Michele McGraw, Dawn Mikkelson, Carla Powers, Amy Springer, Carla Urban, Delane James (joined by telephone), Ben Trapskin (arrived at 11:00)

**Guests:** Jayne Blodgett, Nick Dimassis, Jennifer Hootman, Carla Lydon, Michael Scott, Maggie Snow, Amy Wilde

**Absent:** Mark Ranum, Judy Schotzko

**CALL TO ORDER:** Mastel called the meeting to order at 10:06 a.m.

### 1. MLA Board Meeting Outline

#### 1.1. Welcome and Introductions

**1.2. Adoption of the agenda:** Springer requested the addition of 3.8, ARLD annual report, and 4.3, ARLD Dialogue update. Motion by Urban, seconded by Hulseberg, to approve the agenda with these additions. Motion carried unanimously.

**1.3. Approval of November minutes:** Motion by Powers, seconded by Clark, to approve the minutes as drafted. Motion carried unanimously.

**1.4. Approval of financials:** Total assets currently stand at \$202,164. Year-to-date revenue is \$254,893, which exceeds the annual budget by over \$7,000. The cost of sales through November totals \$124,785. Other expenses are \$147,048, with the majority going to Ampere for contract administration and Capitol Hill Associates for professional fees. The 2013 budget projects a net loss of \$25,181 at year end; the actual projected net loss is \$26,404.96. Urban explained to new board members that MLA had been accumulating funds after experiencing financial difficulties several years ago. However, enough funds have been built up to be able to invest back into the membership, which is why the organization has been budgeting for a net loss. Examples of this investment in 2013 were a logo redesign and strategic planning. Both projects went to the board for approval. Although the organization budgets for a loss, it's important for the board to stick to the budget and not exceed the budgeted loss if possible. Motion by Hulseberg, seconded by Clark, to approve the financials as presented. Motion carried unanimously.

**1.5. President's report:** Mastel reported that she has been working closely with Ampere and Management HQ to plan the transition. She also has been gathering subunit year-end reports, asking about job responsibilities, and otherwise tying up loose ends. Mastel thanked everyone who served on the board this year, expressed her appreciation for their work, and thanked incoming board members.

**3.8 Instruction roundtable.** This item was moved forward in the agenda to accommodate Kim Pittman and Jodi Grebinoski, who joined by telephone to present a petition to create an instruction roundtable within MLA. The idea arose after conference and the two of them put together a proposal. An article in the RoundUp generated 18 responses. Pittman and Grebinoski reported a lot of interest among ARLD membership, but noted that a few public librarians signed the petition as well. The bylaws require at

least 10 signatures in order to create new roundtable. Motion by Clark, seconded by Springer, to create instruction roundtable within MLA beginning in January 2014. Pittman and Grebinoski agreed to serve as chair and co-chair. They have been tasked with connecting with the membership committee and web gurus to communicate to membership. The roundtable will be incorporated into the 2014 conference. Mastel will inform the new management association and MLA members.

## **2. Educating & activating a library support network**

### **2.1. Legislative Report**

**2.1.1. Legislative eBook plank revision:** Ranum submitted via email the current wording for the eBook plank: "The Minnesota Library Association and the Minnesota Educational Media Organization request a Legislative Study of the wide variance of pricing in eBooks for libraries as compared to individuals, and an exploration of possible remedies to this uneven and discriminatory sales model. [Insert brief data on costs.]" McGraw offered some background on the plank. It had been discussed at the legislative committee meeting and dropped from the platform, but then was added back again at the membership meeting. McGraw expressed some concerns about the narrow focus of the plank and about the process, which has not followed the usual path for legislative issues. She suggested that she, Mastel and Maggie Snow get together with Ranum, Jim Weikum and Pat Conley to discuss the plank.

## **3. Strengthening our organization**

**3.1. MLA association management transition:** Mastel reported that there have been two transition meetings between Ampere and Management HQ. Soon another communication will be sent out to update membership and provide new contact information. Ampere will continue to manage the MLA website for another month or two. Day-to-day operations will move to MHQ beginning in January. Mikkelson reported that the transfer of physical records will take place December 30. There was a phone call with CPA firm Olsen Theilen this week, and there continues to be ongoing discussion about the website. Urban expressed appreciation for Ampere's extra efforts, especially at this time of year.

**3.2. MLA Liaison's report:** McGraw reported that the state advisory board currently is not meeting, and the St. Kate's advisory board has not met since last fall.

**3.3. Membership report:** Mikkelson reported that membership numbers in the students/friends/trustees combined category are continuing to drop. Currently there are 53 members in this category. Most of the members contacted have turned out to be students.

**3.3.1. Division membership status:** There was discussion about the fact that last month's report showed 699 division members and this month's report shows only 690. Mastel said that she will ask Claire Wilson from MHQ to contact people not assigned to division. Wilde expressed MLTA's goal to increase membership. MLTA brochures have been distributed to regional library boards and to attendees at the recent Association of Minnesota Counties conference. There was discussion about SSPiN, which currently does not have enough members to qualify as a section. McGraw will be in conversation with SSPiN members in the coming year to discuss the future of this subunit.

**3.4 Client scorecard:** Mikkelson noted that the format looks different this month because Ampere has migrated to new database. The categories have changed, and even though Ampere staff has tried to match things up there are differences. The category changes may be skewing some of the totals. In particular the area of finance

looks high due to staffing changes, budget meetings and discrepancies in categories. Urban asked about the additional numbers for conference, noting that there should have been no major changes from previous years. Mikkelson said she will look into that category and report back to the board. There was a question about whether “budget” in the report refers to the MLA budget or Ampere’s internal allocation for hours. Mikkelson will find out.

**3.5 2014 Budget Approval:** Hulseberg provided an overview. The 2014 budget focuses on continued investment into the organization, with a projected net loss similar to previous years. Last year’s budget came out better than anticipated because of a successful conference. Administrative costs are up because of increased costs for the association management contract and the overlap needed for transition. The membership budget is slightly higher based on past increases. Divisions will continue to receive their budget based on membership; sections and roundtables will receive a small base budget and can apply for additional funding for projects or events. A likely increase of five percent for Capitol Hill Associates has been built into the legislative budget. Conference costs were budgeted based on the current contract and on the 2013 conference in St. Cloud. Motion by Hulseberg, seconded by Clark, to approve budget as presented. Motion carried unanimously.

**3.5.1 Subunit project proposals** Mastel has received four subunit project proposals under the new process. To avoid confusion in the future she recommended not asking for subunit budget and project proposals at the same time. DORT had \$120 left in the 2013 budget for its networking event, so that project proposal did not need to be considered. RASS requested \$100, but it turned out to be an error; as a section RASS will receive the \$200 it needs. For 2014 DORT requested an extra \$100 for its networking event, bringing its total budget to \$200. This will provide for either more members at one event or for two smaller events. Motion by Hulseberg, seconded by Clark, to approve DORT’s 2014 proposal. Motion carried unanimously. GODORT has requested funding for a scanning project in addition to the \$100 in its budget. There was discussion about the project and the proposal process. The proposal was not approved at this time. Mastel and Clark will work together to follow up with GODORT and provide feedback.

**3.6 Subunit year-end reports:** Mastel encouraged board members to review these reports, noting that there has been some excellent work done over the past year at the subunit level.

**3.7 PLD report:** James recapped 2013 as a good year for building the division’s structure and organization. PLD had a gathering before legislative day at beginning of the year. Some members gathered in person, while others joined by Skype, Facetime or conference call. Nick Dimassis was PLD’s representative at MILE. James took part in the strategic planning retreat. A highlight of 2013 was the start of monthly PLD board meetings using GoToMeeting, which is giving more structure to the division. A wiki has been created to keep documents organized. There was outstanding attendance at the division meeting during conference, with over 200 people gathered. James reported excitement over plans for a PLD day.

**3.8 ARLD report:** Springer reviewed her year-end report. The poster sessions, which came from a member suggestion, were a highlight. Springer gave the names of incoming ARLD board members.

#### **4. Engaging our members**

**4.1. Volunteer job descriptions for subunits, roundtables:** Mastel asked subunits for volunteer opportunities when she requested their year-end reports. She has asked for

volunteer job descriptions from the subunit officers and will continue to gather more information after the first of the year. She reported that so far feedback has been very broad. She has found information from other associations that could be useful.

**4.2. Conference update:** Mikkelson shared the breakdown of conference numbers. Registration revenue totaled \$97,404. 539 people attended the conference. Roughly a quarter were nonmembers, which is similar to previous years. There was discussion about how to encourage nonmember conference attendees to join MLA. Mastel reported that over 58% of surveys said the conference met or exceeded expectations. The facility and overall impression were rated as good, while the keynotes and breakouts were rated as excellent. Mastel thanked conference planning committee members and asked the board for feedback. There was discussion of fine tuning the exhibits to work with the two-day conference format, as well as the early deadline for submitting session proposals.

**4.3 ARLD Dialogue:** Springer reported that the latest dialogue, on mindfulness in the library, took place on December 13. There were 13 in attendance, and one of the highlights was a tour of the meditation room at MCTC.

## **5. Developing and equipping our leaders**

**5.1. Structure exists for training & support for online meetings:** With the change in management companies, this may be a good opportunity to have members begin to schedule their own conference calls and GoToMeeting events. There was discussion about the need to improve instruction and training, offer ideas for best practices, tips and tricks, etc.

**5.2. Have well defined job descriptions for Board & Division Leaders:** Mastel reported this is ongoing.

**2.2. ALA Chapter Relations report:** This was moved to the end to accommodate Trapskin's later arrival. Trapskin reported that this is a quiet time of year. He introduced Michel Scott as the incoming ALA councilor. Scott will attend national legislative day.

**2.3. Put Capwiz on website:** Trapskin organized a conference call recently with Jim Weikum and Powers to discuss strategic goals. Putting Capwiz on the MLA website will wait until the transition to the new management company takes place. Trapskin has learned that Capwiz is not meant to be used as listserv; rather it meant for rallying library supporters over a specific issue. He mentioned that Ranum has an idea for doing a test alert for the legislative forum and/or during the upcoming legislative session to mobilize people to contact legislators. MLA's legislative listserv currently has 800 to 900 members. The goal is to bring library advocates from outside of the profession into the listserv.

**2.4. Training/procedures for using Capwiz:** The ALA chapter relations office helps create alerts when needed.

**2.5. Update advocacy page on website:** This currently is on hold during the management company transition. There is a blog on this page that should be moved into the domain once the transition is complete.

**2.6. Survey members on advocacy needs:** This will be done after new content is put up to see what more can be done to meet member needs. Trapskin will continue to work with this committee even though his board term is ending.

**ADJOURNMENT:** Meeting adjourned at 11:37.

Next meeting: Friday, January 17, 2014 10 a.m. to noon at MELSA.

