

**Minnesota Library Association
Board Meeting Minutes
Friday, January 16, 2015
10:00AM – 12:00 PM**

MELSA

1619 Dayton Avenue, Suite 320
St. Paul, MN 55104-6276

Present: In person: Jayne Blodgett, Pat Conley, Robin Ewing, Maureen Gormley, Jennifer Hootman, Carla Lydon, Michele McGraw, Laura Morlock, Maggie Snow, Margaret Stone and Claire Wilson. By phone: Stephanie Hall and Amy Wilde.

Absent: none

CALL TO ORDER: Maggie Snow called the meeting to order at 10:05 a.m.

Welcome and Introductions

Approval of Consent Agenda

Board meeting agenda

December minutes correction: Michelle is listed as present and absent. She was absent.

Reports

Motion by Maggie Snow to approve the consent agenda. Motion carried unanimously.

Approval of Financials* (Hootman)

Total Assets: \$233,490

Revenue YTD: \$215,555

Costs of sales YTD: \$65,594

November's Expenses: \$14,136

Showing YTD Net Income/(Loss): (\$6,681) net loss

2014 annual budget projects Net (Loss) of (\$44,692) at year end

We are on track for projections. No other questions.

Motion to approve the December financial report by Jennifer Hootman, seconded by Robin Ewing.
Motion carried unanimously.

Approval of 2015 Budget (Hootman).

This should be deleted from the agenda as it was approved in December 2014.

Educating & Activating a Library Support Network

Legislative Platform (Conley). Pat Conley would like to see an action result from this Board meeting. MLA asked to support changes re: the Duluth Public library re: seed law. It is a process question. Pat has a resolution for approval. It was proposed that approval should come from the MLA President. See handout from Pat: January 7, 2015 letter. Changes should include: delete the "three" from the final proposed resolution paragraph in 21.380-21.92. The background of seed libraries was discussed. It is more about sharing seeds versus selling. The Board is fine with how it reads. Pat will send the corrected handout version to everyone with the changes discussed.

Also, there is some confusion about ITEM's presence as there isn't a representative from ITEM on the MLA Board. There is some trouble getting information from ITEM about who and what they are. There is a "report card" with data.

Motion to approve resolution by Pat Conley, seconded by Carla Lydon to accept the resolution and letter as amended. Motion carried unanimously.

Strengthening Our Organization

Digitizing Records (Snow). Maggie Snow had conversations with Sara Ring; a committee charge has been drafted; a call for committee members will be sent out soon. A proposal will be sent to the MN Digital Library. The Minnesota Historical Society is the owner of papers but MLA is the originating organization. We can receive a copy of the digitization records, as would MHS.

Update on MHQ Transition (Wilson). Tammy Schoenberg has been hired by MHQ. She has a major conference to finish with her current job and will then start February 2, 2015. She is strong in leadership skills and administration. Claire will come to the next meeting with her but Tammy will lead it.

From the December 2014 minutes, per MILE, a recommendation about adding MILE to the MLA website list of subunits will be moved to the February Board meeting.

Engaging Our Members

2015/2016 Conference update (Snow, Stone, McGraw). This Committee had a good meeting. Barb Svoboda will be the next Chair. A plan is in the works. Most sub-committees have leadership. Ideas for themes are still being brainstormed.

125th Anniversary Committee (Snow). There are two co-chairs: Margaret Stone and Kathleen James with two additional members already. This will be added to the call for MLA volunteers.

IRT Proposal revisit (Snow). This was approved at the last meeting with amended costs. The proposed registration fees however are more than the costs so they asked us to rethink the proposed fee amount. It was proposed to have a general outline for a half-day fixed cost for speakers or conferences, in the future. This is the same sort of conversation re: PLD day costs. All events should be centralized and standardized through MLA/MHQ; we do not have this standard now. It was suggested to have guidelines for budget proposals as we seem to have these conversations each event. We want

lower costs for members at these events and non-members at a higher cost. The Executive Committee could make a recommendation to the Board.

Motion to approve the IRT Proposal as originally proposed by Margaret Stone, seconded by Jayne Blodgett. Registration will remain with Lake Superior Symposium. Motion carried unanimously.

Project Updates

Amy Wilde shared MLTA quotes for printing costs for brochures.

Jayne Blodgett shared that Dan Reeves has stepped down as ARLD Chair. They are working on figuring out the logistics now. There is no contingency plan for situations like this. For example, is the Chair Elect now Chair for two years?

Maggie Snow asked that any communication updates be sent to her. Kristen Mastel had been working on a chart for this

Developing and Equipping Our Leaders (Snow)

Project updates

Board/Subunit Leaders Job descriptions (Snow). Per Amy Wilde: MLTA should be revised as there are term limits. Some sub-units are not divisions. This should be clarified. This will be shared this with the subunit chairs.

Carla Lydon will send updates to Maggie Snow.

Next Steps for Strategic Plan (working session for the Board). Included in handouts is the calendar for 2014. Review items completed and update it for 2015. Per the four areas:

Activating Library Support Network

This hasn't really had any work on it yet. See what ALA has on for this now. There has been a lot of communication on the ALA listserv about this. This should be on the agenda for this quarter. Have an action item about this. Jim Weikum will need to keep in touch with us about this and on May 4-5 for Legislative Day at D. C. Note, "Advocacy Day" was taken off website. Legislative Day needs to be proposed on the website too. March 3 is Legislative Day. Is there a Marketing Plan update? We should find out more about *Engage* from ALA. A survey did go out which asked about Legislative Day, but not solely as "Survey members on advocacy needs: Communications Committee MAY." We need to figure out the Legislative Committee set up. Pat Conley will work on this with Robin Ewing and get back to the Board. No one attends this committee, except an ARLD rep. The Committee needs to be called to figure out who hires the lobbyist. Plan of action: do something on *Engage* through Robin Ewing and Jim Weikum; bring a process for hiring a lobbyist in 2016 and look at structure of Legislative Committee and have a plan. If the Lobbyist leaves there is no plan in place.

Strengthening Our Organization

Regarding: "Review & adjust subunit and events funding model: MARCH" this was taken care of in 2014; additional subunit fees are no longer implemented and all members can join an unlimited number of subunits; an event request model needs to be evaluated (for example with regard to standardized fees). We need to make sure subunits have a communications person who keeps in touch

with MLA/MHQ. Board reports should be in the *Round Up* (there was no December *Round Up*). Make sure the *Round Ups* are on a timely schedule; Communications Committee is in charge of this. Communications will be worked on with Natalie Eierman and Maggie Snow. Laura Morlock will make a schedule for Board members as to when Board members should report out. Per Maggie Snow, here are the new subunit Chairs

Natalie Eierman-Communications Chair, from Washington County

Barb Svoboda-Conference Chair

Margaret Stone and Kathleen James-125th Anniversary Event Co-Chairs

Sara Ring-Digitization Project Chair

Re: Increase membership by 30 new members. MHQ had an intern who looked over the library population structure via member data. Re: Elevator speeches, we could have something like: "What MLA can do for you" or "Why am I a member?" (from leaders within MLA). We should have these talking points. The Board should work on this; the Communications Committee could come up with ideas. Carla Lydon is the liaison; Maggie Snow will work with her.

Everyone should take a look at the MLA website and send any needed changes to MHQ via Claire. MHQ takes care of the public website pages. The Board and subunit Chairs can make changes to their own pages.

Engaging Our Members

We do have volunteer job descriptions. Carla Lydon will send them to Claire Wilson. It was proposed to do a Mid-Career conference in 2016, as MILE is in 2015; have it on the opposite year. Could be part of the Leadership Committee? Robin Ewing, Kirsten Clark, and Kathleen James are on the Mid-Career Committee. The Membership Committee needs to get their charge going. Have more "Appy Hours" in greater MN. Could use software. Could replicate Readers Advisory Committee events. Do it more state-wide. Look at ARLD as a model; cap the numbers (10-20 attendees); and have lunch. Subunit Orientation is coming up soon. Are there other ways to engage members? Or data on numbers of potential members in greater MN? Pat Conley has a fact sheet. There are 2200 librarians in Minnesota, but this is only in public libraries. ACRL has data on this but you have to pay for it. There are staff, Friends, academic libraries, and trustees, etc. whom we could ask for information on this. We are currently at 900 members in MLA.

Developing & Equipping Our Leaders

There will be a subunit orientation in February. MLA will work with subunit leaders to make sure that everyone is utilizing the same methods of communication about events and that messages are being streamlined and events are not always overlapping. Also, will look at ways to better engage our emerging leaders, perhaps by having them come to Board meetings or in other capacities.

PLD Day, per Stephanie Hall, will be on April 28, 2015 in Sartell, MN at the Grands Conference Center in Mulligan Hotel; \$30 for members. Brainstorming ideas? They need to be finalized by February 23,

2015. Ideas: a workshop, panel on maker spaces, Rich Harwood as a speaker, etc. They are working hard on this. There may be streaming video during the conference via GoToVideo, possibly.

ADJOURNMENT: Meeting adjourned at 11:35 pm
Next meeting: Friday, February 20, 2015, 10 a.m. to noon at MELSA.