



MINNESOTA LIBRARY
ASSOCIATION

Minnesota Library Association

Board Meeting Agenda

Friday, July 17, 2015

10:00 AM – 12:00 PM

Present: Pat Conley, Carla Lydon, Michele McGraw, Amanda Mills, Laura Morlock, Margaret Stone, Amy Wilde and Tammy Schoenberg. Adrienne Peterson from Management HQ joined the meeting only for the 2017 conference discussion.

Absent: Robin Ewing, Maureen Gormley, Stephanie Hall, Jennifer Hootman, Maggie Snow

CALL TO ORDER: Margaret Stone called the meeting to order at 10:06am.

Welcome and Introductions

Welcome to Amanda Mills (new ARLD Chair).

Approval of Consent Agenda

- Board meeting agenda
- June Minutes
- Reports

Carla Lydon moved to approve the consent agenda; Michelle McGraw seconded. Motion carried unanimously.

Approval of financials* (Schoenberg)

1. Total Assets: \$181,909
2. Total Revenue YTD: \$118,933
3. Total Costs of sales YTD: \$30,969
4. Monthly Expenses for June: \$11,992
5. Showing YTD Net Income/ (Loss): \$13,216 (net gain)
 - a. 2015 annual budget projected Net (Loss) of (\$50,205) at year end

Amy Wilde moved to approve the June financial report; Michelle McGraw seconded. Motion carried unanimously.

Engaging our members

- **2015 Conference update (Stone, McGraw)** - Michelle shared that the conference programs are complete. They are in the Sched app. Materials will go out August 8. Handouts, etc. are next on their agenda, including room assignments. An Awards call went out this morning. Volunteers are being recruited. The goal is to get the material out before registration opens. Sponsors are slowly coming in. All of this needs to be in place before the conference website is launched.

There was a question about the roster of conference attendees. It is usually listed on the website but without email addresses. We share a packet of mailing labels to the vendors afterwards. There are issues with members not wanting to have their emails shared but vendors would like them. Could have members opt in and still give out the mailing list labels? The Board moved that the Conference Committee should be informed that in addition to sending the mailing labels to vendors we can have the option to opt in for members, if they want to share their email address with vendors.

- **ARLD Day** – ARLD wants to look at moving the site for ARLD Day away from the Arboretum and are wondering if they can do a survey at the MLA 2015 conference. It was suggested that they use the MLA RoundUp instead (for a couple of newsletters) and use Survey Monkey. It can also be brought up at the ARLD business meeting. They should survey past attendees of ARLD Day as well.
- **2017 Conference update (Prettyman)** – MHQ's Adrienne Prettyman is working on sourcing the 2017 conference site for MLA: St. Cloud, Rochester, or Minneapolis have been suggested. She acknowledged the Rochester issues from a past conference and shared her research on Rochester as it stands today. Kahler is no longer the catering company for Rochester Civic Center; there are now three choices. Kahler has the best hotel block. There will be a clause in the contract in the event the Rochester Civic Center renovations are not complete by our conference that will allow us to back out. The Kahler is under brand new management and have invited MLA to come to a site inspection of the hotel; the convention center renovations are not done yet. Feedback from the Board based on this information questioned the back-up plan if the renovation is not complete. Prettyman indicated that she has been assured that the renovation will be done earlier than expected. MLA could possibly move to a hotel nearby but that would not be ideal. The nearest large hotel is Holiday Inn but they are changing that hotel into an assisted living facility. Doubletree and Hilton are also there. There is an option to do Center Stone Plaza on the outskirts of town with a shuttle to the convention center. The Board liked the idea of Rochester. There are multiple ballrooms for our over 30 onsite sessions. When do we need to make a decision on this? Hotel rooms are on hold for now, as is the event center. We also have the other two possible location sites on hold so it would be best to make a decision as soon as possible. Please send any follow up questions to Prettyman.

Carla Lydon made a motion to proceed with the contracts for Rochester as the 2017 conference site. Michelle McGraw seconded. Motion carried unanimously.

Strengthening our organization

- MHQ Update (Schoenberg) – The past months has focused on preparations for the annual conference and continuing to collect on the past due 2014 conference invoices.

Educating & activating a library support network

- **Legislative Forum update (Conley)** – The Legislative Forum was held last week. There weren't a lot of new things that came up. Construction grants may come up later on before March. There was discussion about MLA's standing in this legislative process. Such as who pays for the legislative process? An MLA Goal Issue is what we should focus on for this. It's time to do an RFP for the lobbyist position. What we need to do is be realistic that this is more Minnesota legislative than MLA. The realization is that we have four partners in a coalition and we are the fiscal agent. It was suggested that we have a steering committee with a chair or a working group. We should look at the time that MHQ spends on this. It will be a short legislative session.

Two things came out of the group: how should we approach legislative day in March? We should have a more uniform look to ourselves; a campaign. "Engage" will help with this and it is ready to go. Sam (works with Elaine) mentioned that we need to have an MLA Communications Director to get our information out there more uniformly. What can we get from MHQ and what would it cost? Our current model of a new Legislative Chair makes it hard to do this sort of work. It should be a two year role/position so that there isn't such a steep learning curve. This would require a Bylaw change. We need to see if there are other ways to do this sort of work. We need to have a discussion in 2015 about this and bring it to MLA for an RFP with any changes to the Legislative Committee. Amanda Mills shared her background and connection to MCTC and local legislative structure. It was agreed that there may be a need for a Communications Director. We need a coalition with a brand. It was shared that some libraries support memberships for their staff within MLA, with the idea that they will then lobby for their libraries with MLA's support. Other libraries may pay for mileage. It was asked if state money can be used for lobbying. Conley indicated that the answer was no. Members are not happy with what is happening now. The Legislative Committee is still researching for solutions.

It was proposed by Margaret that the Board or a sub-group of the Board have a meeting and decide what MLA's position will be on this subject. Then there should be a meeting with the partners about what MLA wants to do; there is an annual partners meeting. It was in August last year. We need to see when it is scheduled for this year. Pat will be out in August and it was shared that she should be here for this meeting. We need to have this done by fall so an RFP can be created. MLA needs to look at what our options are; determine how we provide the service we want to provide; and determine what our role is going to be. This all connects to the survey that the Membership Committee

will be sending out. There needs to be a strong MLA retired librarians group; perhaps an interest group which starts with a petition. They can really help with advocacy. There is an ALA Round Table on Advocacy.

Tammy will work on MHQ administration costs and time spent on advocacy and legislation, as well as what other options are available to us for lobbying and a possible communications person.

Pat will put her legislative coalition on paper.

Developing and equipping our leaders

- **Subunit mid-year check-in (Stone)** – Maggie Snow and Margaret Stone met with the MLA subunits. It was a good meeting about creating better communication for the future. It was proposed to have orientation for new MLA leaders earlier than January. Subunits will do an annual report at the end of the year. They will put more content on the website. However, there needs to be better directions about using the website; Tammy will work on this.

Other

Question for Tammy from Margaret re: tracking MLA 2014 conference attendees about people who came but haven't paid yet. Tammy indicated that she can set up a Square account for the 2015 conference so people can use a credit card onsite.

ARLD changes. Our ARLD Chair has been non-responsive. We will now push through with the succession planning so Amanda Mills will now be the ARLD Chair. Last year we did have two Chair positions that had to be filled mid-term. Bylaws help with the transition but could be clearer. We may need to have better language. The immediate past ARLD Chair was sent a letter about this with no response. Once ARLD makes the change at the ARLD level then they can announce it to the MLA Board.

Adjourn

Carla Lydon moved to adjourn the meeting at 11:27am; Pat Conley seconded the motion. All were in favor and the motion was approved.

Next meeting: Friday, August 21, from 10 am to noon at MELSA.