

Minnesota Library Association

Board Meeting Minutes

Friday, July 18

10:30 AM – 12:00 PM

MELSA

1619 Dayton Avenue, Suite 320

St. Paul, MN 55104-6276

Present: In person: Jayne Blodgett, Kirsten Clark (for Amy Springer), Jennifer Hootman, Carla Lydon, Kristen Mastel, Michele McGraw, Carla Powers, Michael Scott, Maggie Snow, Jim Weikum, Claire Wilson

By phone: Nick Dimassis

Absent: Amy Wilde

CALL TO ORDER: McGraw called the meeting to order at 10:40 a.m.

- **Welcome and Introductions**

- **Approval of consent agenda**

- Board meeting agenda
- June minutes
- President's Report
- Executive Director's Report
- ALA Chapter Councilor Report
- 2014 Legislative Summary

Motion by Blodgett, seconded by Scott, to approve the consent agenda as presented. Motion carried unanimously.

- **Approval of financials**

Hootman gave an update on the May financials. Total assets amounted to \$162,799. Year-to-date revenue is \$51,193, costs of sales total \$14,065 year-to-date, and May expenses came to \$11,215. So far there is a year-to-date net loss of \$29,385, and the 2014 annual budget projects a net loss of \$44,692 at year end. Hootman made one correction to the statement: awards/recognitions lists \$600 in the summary income statement, which will be corrected to \$300. There was a question about ARLD registrations. Wilson reported that these registrations were in the PayPal account, which held up their transfer into MHQ's account. They will show up in the June financials. McGraw noted that PLD has plans for a PLD Day before conference but expects to break even with 50 registrants. MELSA is helping with a sponsorship.

Motion by Hootman, seconded by Clark, to approve the financials as presented. Motion carried unanimously.

- **Educating & activating a library support network**

- Legislative Forum: Weikum recapped the legislative forum and handed out a summary put together by Pat Conley. Platform recommendations focus on five areas:
 - 1) Funding library programs including RLBSS, multitype systems, RLTA and TEA
 - 2) Support for ELM, Minitex, MDL and MnLINK
 - 3) Legislation and initiatives focusing on early literacy
 - 4) Promoting library involvement in e-government initiatives

5) Support for the Minnesota Data Practices Act

Forum participants also recommended that MLA monitor the MDE Task Force on Library Services and Governance and recommend issues for this task force to consider. ITEM may be recommending additional planks in the platform. Mastel asked about the conversation on e-books and other digital resources, which was not reflected in Conley's report. There was discussion about waiting until after the e-book summit scheduled for August, but Weikum will mention this concern to Conley. There was discussion about e-government and ways to ensure that libraries have a seat at the table on this issue. Weikum noted that the legislative committee will meet on Aug. 6. He will bring an update from the board conversation to that meeting. The final legislative platform will be approved or amended by the board before conference. McGraw suggested building in a step for feedback from the broader membership before the platform is finalized.

○ Project updates:

- Engage: Scott explained that Capwiz, which was ALA's tool to utilize electronic communication with members and legislators, has now been replaced by Engage. ALA would like to know who from MLA should be considered Engage administrators, or the contact people for national legislative issues. Engage can potentially replace the mass emails that are sent out when important issues come up. Scott suggested the executive director should be a point of contact because this position is consistent. Other Engage administrators could include the chapter councilor and someone from the legislative committee. After discussion it was concluded that Wilson should contact ALA and request that she, the chapter councilor and all three legislative committee chairs be included as administrators.

● **Strengthening our organization**

○ Project Updates

- Financial data: This discussion will take place later in the agenda, under environmental scan.
- Membership data: Also will be discussed under environmental scan.
- Subunit funding: This will be up for review later this year as part of the budget process.

● **Engaging our members**

- Conference update: A meeting is scheduled for this afternoon. Mastel is working on slotting in breakout sessions. She mentioned that there is a nice mix of presenters and topics. Dimassis reported that PLD Day organizers will be pushing out more information about this event via social media.
- ALA Chapter Librarian Career Development Facilitator Program: Scott shared information about this new initiative from ALA. The deadline has been extended. The program is designed to get someone in each chapter trained in being a facilitator in the areas of career development, career planning and job searching. Chapters or participants are responsible for paying for their travel, lodging and conference registrations. Hootman and McGraw expressed concerns about how this program would benefit MLA or other libraries outside of the participant's library. Consensus was to pass on this opportunity.
- Project updates
 - Online Forums: Blodgett suggested having a presence at conference to show members how the new website works and encourage them to join subunits.

- Volunteer job descriptions: Still in progress.
 - Mid-career institute: Clark and Robin Ewing met to discuss whether this should be a tie-in to the annual conference or whether it should take place in the spring opposite MILE.
- **Developing and equipping our leaders**
 - Project updates
 - Nominating committee: McGraw reported that work is underway.
 - Board job descriptions: Snow and Springer are going through bylaws and working on reformatting the job descriptions that will be on the ballot this year. The nominating committee is using this information when contacting potential nominees.
 - Online meetings: Work is complete.
- **Next steps for strategic plan:**
 - Environmental Scan: Wilson has an intern working on this, researching other library associations and gathering information including the name of association, address, functionality of website, information about memberships and programs, and social media sites that stand out. Snow has gathered information about the number of public library staff working in the state. Current MLA membership is 791, which is a small percentage of people working in Minnesota libraries. There was discussion about narrowing down the environmental scan to similar sized state associations and asking them about their member engagement efforts. Wilson will invite her intern to the next board meeting. McGraw mentioned that it is more difficult to get information about academic and special librarians in the state. Blodgett will check with ACRL to see what information they might have. SLA may have information about number of employees at special libraries.
 - Membership survey: McGraw has talked with the membership chair about this. Wilson noted that information from the scan will help inform questions for the survey, but she had questions about the timing for sending out a survey. Various ideas were suggested regarding how to collect qualitative data, including “kitchen table conversations” with the president during conference, a table in the exhibit hall, and a large page that conference attendees could use to write in comments. Consensus was that survey data is important, but this qualitative piece is important as well. Releasing the survey before conference gives us a chance to continue promoting it at the event.

Dimassis mentioned that he would like to know if PLD pre-conference information sounds like an upper management appeal. The intent is to get a broad cross section of membership, because it is not designed just for directors or supervisors.

ADJOURNMENT: Meeting adjourned at 12 noon

Next meeting: Friday, August 15, 2014 10 a.m. to noon at MELSA.