



Montana Library Association

From the Mountains to the Prairies

MLA Budget Board Meeting Minutes

June 20, 2018 **DRAFT**

Online Meeting

President Elizabeth Jonkel called the meeting to order at 1 p.m.

ATTENDANCE:

Board and Committee members: President Elizabeth Jonkel, PNLA Rep Corey Fifles, ALA Rep Matt Beckstrom, PLD Vice-Chair Kit Stephenson, SLD Co-Chair Angela Archuleta, Executive Director Debbi Kramer, Secretary/Treasurer Megan Stark, Past President Lisa Mecklenberg Jackson, MPLA Rep Rachel Rawn, ASLD Chair Jerusha Shipstead, Director-at-Large West Kendra Mullison, Director-at-Large East Gavin Woltjer, Vice-President/President-Elect Mary-Anne Hansen and Government Affairs Chair John Finn (guest)

BOARD MINUTES:

The Budget Committee met on June 18, 2018 to review revenue and new budget requests so as to balance the 2018/19 budget. MLA was over-budgeted as a result of 2018/19 being a legislative year, resulting in increased lobbying costs (\$5,100 to \$13,400) and the reallocation of funds for Government Affairs advocacy events.

The Budget Committee submitted the following budget recommendations to the Board for consideration and approval.

- 1) The budget is now balanced due to:
 - a. Revenue increased \$5770+ via:
 - i. Increased projection of Cates revenue from \$3000 to \$3200
 - ii. Increased projection of Amazon smile from \$400 to \$450
 - iii. SLD retreat revenue increased from \$700 to \$775
 - iv. Reallocation of \$5000 Savings to cover 2019 Legislative Day costs
 - b. Reduction of projected expenses
 - i. Unsubscribing from Constant Contact
 - ii. Recover PayPal costs through addition of a processing fee for all MLA purchases
 - iii. Reduce Board Retreat costs from \$3000 to \$2500 since venue of Canyon Ferry is more cost-efficient
 - iv. January Board meeting will be a teleconference rather than an in-person meeting, reducing costs from \$500 to \$100
 - v. No \$25 Budget Committee line
 - vi. Government Affairs
 1. ALA legislative days fees reduced from \$2000 to \$1000 since the MLA president will be attending ALA 2019 in Washington DC.
 2. Funding for a proposed retreat was reduced from \$2000 to \$1500. It is the recommendation of the Budget Committee that this event be postponed until a non-legislative year and the retreat be removed as a budget line.
 - vii. The IFC's requests for a \$900 increase was rejected since no concrete demonstration of need or intention was provided by the Committee
 - viii. Marketing Committee's request for \$500 was returned to \$250
 - ix. The Budget Committee does not approve the Professional Development Committee's request for increased funds as there has been no demonstrable return on investment.

- x. MILA's request for \$99 was rejected as no concrete demonstration of need or intention was provided by the Committee
- xi. Fall Retreat Expenses were returned to \$3900 as last year's speaker costs were paid by MLA and so there should not be an increase in speaker fee expenses
- xii. SLD retreat expenses were reduced from \$200 to \$150 following a conversation with Angela and Debbi
- xiii. Free memberships will be considered a reward to support membership drives, rather than a retention strategy. As such, the \$600 was removed as budget expenses but could be reallocated to the Membership Committee funds for directed membership development.

This puts the balance of the budget in the black at \$3509. It is anticipated that the MLA Legislative Day reception will secure \$1500 in donations, reducing costs an additional \$1500 that can be reallocated to Savings.

DISCUSSION:

Beckstrom: Will membership be notified about the change in requiring more justification for the budget submission forms so that they understand why funds without explanation are rejected?

Jonkel: Revise template for budget request form to include explanation for increased funds

Action: Jonkel and Kramer will update template for next year

Jonkel: \$600 for membership development is no longer regarded as retention, but as a reward strategy. It was removed as an expense, but the larger question remains regarding the larger goals of membership drive. If the goal is recruitment for new members and not retention of current members, a different strategy is worth exploring. If the board is interested in a membership drive, it is worthwhile to return money to the committee for this purpose.

Woltjer: Original intent was to energize individuals who could not afford the membership. At this point, listening to the conversation to write an outline/description for further discussion in October.

Mullison: Suggest that a discussion occur about the role of outreach for the directors-at-large.

Woltjer: Disagree about Government Affairs Committee allocation. Recommends that the committee meet in-person to strategize to prepare for legislative day.

Beckstrom: Permission to bring John Finn into discussion. Granted.

Jonkel: Savings account is ear-marked for legislative years.

Finn: Difficult to manage retreat by conference call, given that it will require a full-day retreat. Anticipates that this is a one-time only event.

Jonkel: The budget during legislative years will be clearer for those making budget requests.

Kramer: In years where the legislative is not in session, expenses need to be reduced or revenues increased in order to maintain the savings account availability for legislative years.

Two adjustments were made to the recommendations of the Budget Committee: The Government Affairs retreat item was restored to \$2000 and the Bozeman retreat was reduced to \$75 (see attached final budget).

Woltjer: Motion to approve as a whole

Beckstrom: Second

No discussion

Unanimous approval

October Meeting Information Items Discussed:

Professional Development Return on Investment

Woltjer: Recommends that Membership and Professional Development collaborate in order to coordinate opportunities. Important to recognize what our expected outcomes would be. Ideas included a poster session or dedicated session at MLA (ie lightning format), an article in FORUM.

Increasing Revenue

Jonkel: Items for further discussion include increased revenue: membership dues, deliberate and strategic membership drive
Woltjer: One suggestion might be to ask every public library foundation to donate \$50 that would be earmarked towards the MLA conference. Will share this idea further in October.
Rawn: Another might be creating an institutional membership.
Jonkel: Invites all to further consider revenue in preparation for the October meeting. She will share membership statistics with the Board in preparation for that discussion.
Mullison: Another idea is an MLA memorabilia shop.
Shipstead: Interested in simplifying the membership fee structure.
Mecklenberg Jackson: Planning to submit a community pint night application for MLA in various cities that administer it. Will send to WIRED to attract participation.

Beckstrom: Motion to recess (adjourn)

Angela: Second

Unanimous

Respectfully submitted by,
Megan Stark, Secretary/Treasurer

Recess usually refers only to taking a break in the middle of a *meeting*. ... under consideration other than one of the privileged motions concerning *adjournment*.