

MLA Board Meeting Minutes
June 4-6, 2015
Montana Learning Center, Canyon Ferry

In attendance: Sheila Bonnard, Niki Keuch, Samantha Hines, Rick Ball, Marge Doyle, Debbi Kramer, Eileen Wright, Kirstin Bryson, Diane VanGorden, Dawn Kingstad, Matt Beckstrom, Lisa Mecklenberg Jackson, Carmen Clark, and Della Dubbe.

Thursday, June 4, 2015

A. **Action item:** *Motion to approve minutes from April 8, 2015 board meeting.*

One correction: "2016 Conference is being held in Missoula"

1st: Marge Doyle

2nd: Samantha Hines

Approved

B. Update to reports submitted. Samantha Hines added that Bretagne Byrd is now the chair of the Professional Development Committee.

C. 2015 MLA Conference Costs presented by Debbi Kramer, conference planner.

Total Income \$58,854.12

Total Expenditures \$37,939.75

Profit \$20,914.37

About \$5,000 more profit than the previous year. Part of the difference was not having food breaks during the conference. Survey response - some felt okay without break food, others not, 50-50. Idea to let conference members be informed beforehand as to why there is not break food. Suggested to look for vendors who might sponsor breaks. MPLA PNLA, non-profit organizations?

2015-Total of 351 total attendees

D. **Action item:** *Move to pass Non-MLA affiliated at MLA events policy draft as amended. A copy needs to be included in the MLA Handbook.*

1st: Eileen Wright

2nd: Rick Ball

Approved

E. Professional Development

- Nomination for the ALA Career Development Program (training provided and that person shares with libraries across the state possibly presenting at MLA, through webinars and conferences). Samantha will check in with ALA to see if we could submit a name.
- ALA Emerging Leaders - how to best select a candidate? Need to come up with a selection process. Look at MPLA and PNLA emerging leaders process for soliciting applicants. Make a change in the charge of the committee so this is included.
- Travel Grants to ASLD/PLD Retreat - suggestion to have one travel grant to each division.
- **Action Item:** Add \$250 to conference grants in Professional Development line item: Add five \$50 travel grants, one for each of the following: ASLD, SLD, PLD and two for Offline
 - 1st: Dawn Kingstad
 - 2nd: Samantha Hines

Approved

Friday, June 5, 2015

A. Strategic Planning Session with Jane Rhodes of the Professional Development Center in Helena.

MLA Goals and Action Steps

1. Review Organizational Structures and Processes

- Each board member reviews their portion of Handbook and revises by August 1, 2015 and submits to Debbi. Includes calendar and duties for each position.
- Review division structure and determine which model of leadership would work best (ie: chair, co chair, incoming ...) by the October 19, 2015 meeting.
- Recruit director at large committee members to get involved at a committee level (might encourage new people to get involved at a committee level, not a voting member).
- New memberships are cc'd to the appropriate division chairs and directors at large so a personal contact could be made.

2. Improve Communication

- New Webmaster presents skeletal website to board at Oct. 19, 2015 meeting so board members can offer input.
- Shred all archived bank notices and claims, after the set tax date. Only archive the budget reports that are presented to the board.
- MLA Secretary and Division Chairs submit all board reports and meeting minutes to the Webmaster. These minutes and reports should be kept for 10 years and then archived.
- Get the social media policy reviewed and approved by the October 19, 2015 meeting.

3. Library Advocacy

- Create advocacy handout and distribute to school librarians and administrator.
- Sheila, Diane, Colet and Niki recruit committee to create this handout at the SLD Retreat on August 11. Present a handout draft at the October 19, 2015 meeting.
- Government Affairs transition plan. Review structure. Should there be a co-chair? Point-person for legislature and a point-person for committee?

4. Improve Recruitment and Retention of Members

- Utilize our MLA brochure on Website.
 - Brochure updated by October 19, 2015 meeting.
 - Needs to be saved as PDF for some.
- Include personal success stories on the website (PR and marketing).
 - Short videos and short written testimonials.
 - Mine MLA evaluations for snippets (Debbi/Sheila).
 - Provide PowerPoint of previous conference.
 - All these stories could be used on social media when the social media policy is in place.
- Attach MLA brochure to email that goes out to new members.
- Include spot for cell phone on membership form. Look into creating text option.

B. MLA 2015-2016 Budget.

Action item: Motion to approve 2015-2016 MLA budget.

1st Matt Beckstrom

2nd Diane VanGorden

Approved

Debbi to post budget on MLA Website and send link to Wired.

C. MLA Conference 2015. Conference brought in \$60,000. Expenses were about \$38,000 so profit was approx. \$20,000. The profit for the 2014 MLA Conference was approx. \$15,000.

D. Vendor lunches. MLA paid about \$1800 for the Lunch with the Vendors at conference. The vendors do not pay for the lunch. There was some discussion on this topic and it was decided to try the lunch for one more year and have specific individuals look to see who comes to the lunch and whether people are leaving with food or staying and talking with vendors. It's a nice incentive for vendors if it works. We need to highlight that we do this lunch for vendors. Debbi needs to write up a cover sheet for vendors ..."Because we want you at conference we're giving you..." We should also highlight tours so vendors know they can go on those as well. Debbi to send cover letter to executive board for approval. Might consider changing name from Vendor Lunch to MLA Lunch.

E. 2016 MLA Conference. April 6-9, 2015 in Missoula at Hilton Garden Inn. The program selection committee includes Sheila Bonnard, Debbi Kramer, Mitch Grady, Jodi Oberweiser, and Samantha Hines.

F. MLA Awards Committee procedures. After a bit of confusion last year, the procedures for the MLA Awards Committee was clarified. After soliciting award nominees, the awards committee selects the award winners. Prior to making the selections public, the awards committee chair should notify the MLA Board of their recommendations for the awards. The Board should receive this notice, and give approval, as soon as possible before the MLA Conference where the awards will be presented. This procedure is contained in the MLA Handbook but may need to be clarified if it is confusing.

G. Future sites for MLA Conference. Debbi showed a video of Fairmont Hot Springs as a possible future MLA Conference site. We need at least six break-out rooms and 150 hotel rooms. There is a possibility that Fairmont might work for our conference with a potential bus to hotels in Anaconda or Butte. Would they give us state rate for rooms? Judy Hart, Della Dubbe, and Matt Beckstrom to also look into the Colonial at Helena for a potential conference site.

H. Retreat and Offline Allowable Expenses. According to the MLA Handbook, retreats are required to break even. There was some discussion on what costs MLA will reimburse. For liability reasons, it was felt that alcohol at social events or dinners at retreats or Offline should be paid for by a local library or done as a cash bar.

Action item: Motion made that MLA will not pay for any alcohol at retreats or Offline.

1st Diane VanGorden

2nd Matt Beckstrom

Approved

I. Process for updating of MLA Bylaws. It was decided that the bylaws committee chair should bring any needed changes to the MLA Bylaws to the January meeting of the board. The board will approve of any needed changes at that meeting in order to have time to present changes to the membership prior to the MLA General Membership meeting in April where the vote will be taken.

J. MLA Handbook needs to be updated. Debbi will bring copies of the MLA calendar to the next meeting.

K. Social media policy. We need something in place to address Facebook, Twitter, YouTube, etc. The PR Committee was charged with coming up with a draft policy by the October board meeting. Several libraries will send in their own policies as a possible starting place for the PR Committee.

L. National Legislative Day, Washington D.C. Trip. People who attended National Legislative Day last spring were Matt Beckstrom, Dawn Kingstad, Jennie Stapp, Ann Eubank, and Anne Kish. The main talking points were new privacy regulations, net neutrality, and school librarians being certified. The group met with all of Montana's national representatives or their staff in one day.

M. Lobbyist contract.

Action item: Approve MLA Lobbyist contract with Smith and McGowan.

1st Della Dubbe

2nd Eileen Wright

Approved

N. Webmaster update. Three people responded to the Wired query. Sheila, Lisa, and Stacy revised the job description. The executive board recommended a name to the MLA Board.

Action Item: To accept the executive board's recommendation to hire Stephen Haddad as the MLA Webmaster starting the month of June 2015 with a regular contract starting in July 2015.

1st: Matt Beckstrom

2nd: Samantha Hines

Approved

O. MLA website for review/audit. Agenda item tabled for members to review before the next meeting.

N. MPLA membership discussion. Arizona offers in-state member conference rates to members of MLA. Arizona's MPLA wonders if MLA would do the same for MLA's conferences. Eileen will gather information from Arizona's MPLA Chair to share with the board before further action takes place.

O. PNLA/MLA joint membership discount discussion.

Action item: To investigate the option to get a discounted rate for joining several organizations (MLA, PNLA, MPLA) at a discounted rate.

1st: Sheila Bonnard

2nd: Kirstin Bryson

Approved

P. Contract employees evaluation process. There are four contracted employees in MLA (Executive Secretary, Webmaster, Conference Planner, Lobbyist). Sheila looked at MPLA's evaluation process and forms. At this point, evaluations of MLA's contract employees have

never been done. Bare minimum 30-day clause with a start and finish date renewed annually. Contracts should be renewed before the April meeting in order to determine pay increase/decrease before the budget is set.

Action item: *The Executive Committee will evaluate and sign the contract for all MLA contract employees.*

Saturday, June 6, 2015

A. Board meetings:

- October 19, 2015 board meeting – Livingston Public Library 1:00-4:00 after the Chico ASLD/PLD Retreat.
- January 2016 board meeting - will be held as a Go To meeting or Webinar sometime around National Legislative Day.
- April 6, 2016 board meeting – At the Missoula Hilton at the start of the MLA Conference.

B. Google Groups: Seems to be working for everyone. Dawn will send out an email to re-invite everyone to the Google Group.

C. Handout review and update. Members submit changes to the Handbook to Debbi Kramer by August 1, 2015. Even after the new Webmaster is hired, cc website changes to Debbi as a way to double check changes.

D. PNLA/MLA joint membership discount discussion revisited. Eileen provided an update on membership partnerships. Utah reached out to Arizona. At this point, nothing has been formally established yet.

Action item: *Montana offers to library association members within any other states within MPLA (Arizona, Colorado, Kansas, Nebraska, Nevada, New Mexico, Oklahoma, South Dakota, Utah, and Wyoming) the ability to receive member conference rates to attend any Montana conference.*

1st: Rick Ball

2nd: Marge Doyle

Approved

E. Suggestions for the next spring board retreat:

- Continue retreat at Canyon Ferry.
- Need to have a commitment from members to attend the full retreat.
- Possibly have the conference shortened. First night maybe skip the dinner, have a meet and greet, pack a lot into the first evening and second day.

Meeting adjourned.

Minutes submitted by Lisa Mecklenberg Jackson, MLA Secretary, with wonderful assistance from Niki Keuch.