

Missouri Library Association Board
January 16, 2015

Minutes (Approved April 17, 2015)

1) Roll Call and Introductions:

Meeting began at 10:44 a.m. with roll call: Linda Elkow, Katy Smith, Tracy Rochow Byerly, Megan Bryant, Gerald Brooks, Christina Prucha, Chris Pryor, Jodie Borgerding, Anna Strackeljahn, Dan Brower, Keith Gaertner, Sharla Lair, Barbara Reading, Alice Ruleman, Rob Hallis, Eric Petersen, and Seth Hershberger. Regina Greer Cooper, Erin Gray, and Jim Schmidt were in attendance at Springfield, but were unable to actively participate in the meeting.

NOTES: Location confusion at Kansas City and ongoing connection issues with Springfield impacted meeting attendance.

2) Approval of Minutes from November 14, 2014 by unanimous consent.

3) Reports from Executive Board

a) President: Christina Prucha

i) Information Items:

- (1) MLA officers/members (Christina Prucha, Chris Pryor, Jerilyn Hahn, Melissa Horak-Hern) will staff a booth at the MASL Conference (April 19-21, 2015). Booth was purchased at a discounted rate of approximately \$96.00. Goal is to encourage school librarians/teachers to join MLA.
- (2) Legislative Advocacy is coming up: February 10th. Our voices are needed to get the word out to our new legislators about the governor's withholdings and the new legislative ability to override the withholdings. Registration information can be found on the Secretary of State website. Registration starts at 9:30, and is \$25 with lunch (\$35 for non-institutional members). Between 1-5pm, participants are encouraged to schedule meetings with their legislators. We need a good turn-out!

ii) Action items:

- (1) Approve Committee Chairs and Approve Community of Interest Chairs—lists were provided to Executive Board members. Jodie moved to approve the chairs, Katy seconded; motion passed.
- (2) Donated MLA Memberships. In the past, MLA has donated a membership as a door prize for the MOBIUS and MASL Conferences. Do we again want to do this? Jodie moved to approve a membership donation to both MOBIUS and MASL to be used as conference prizes, Katy seconded; motion passed.

b) President-Elect: Sharla Lair

- i) Discussion Item: AmazonSmile. Keith Gaertner emailed Sharla with information asking if MLA would be interested in participating (free money is always good!). It is a foundation that is set up for 501(c)(3) organizations to receive 0.05% of the amount of purchases made through the site. If an organization receives an amount in excess of \$5.00 during a fiscal quarter, that amount will be deposited in the organization's designated account 45 days after the end of that quarter. While some MLA libraries participate as organizations, there are many who do not who could support MLA via purchases via AmazonSmile that would have

otherwise been made via Amazon.com (no other account is necessary on the purchaser's side). One stipulation: the organization cannot solicit participation by use of email that primarily addresses the program. Facebook or other social media is permissible.

Further Discussion: What items are eligible? Product descriptions will provide information as to whether or not the item is eligible. Subscriptions and renewals are not eligible. Eligibility of giftcards will need to be investigated. Promotion? Participating organizations can use AmazonSmile marketing tools. Organizations can also include marketing that refers to it; however, the main item to be marketed cannot be the AmazonSmile program. This is due to Missouri law—not Amazon parameters. It will need to have a designated administrator.

- ii) Sharla's last day at MOBIUS is this Friday. Although she will be employed by an Atlanta company, she will continue to reside in Missouri and to be a member of MLA. She would like to stay in MLA and honor her commitment.
 - c) Treasurer: Seth Hershberger
 - i) Information Items:
 - (1) List of Approved Payments provided.
 - (2) Final 2014 Conference Budget provided.
 - (3) The amount that ALA sends MLA for each membership has increased from \$17.50 to \$19.00 for 2015.
 - ii) Discussion Items:
 - (1) Approved 2015 Conference Budget provided.
 - iii) Action Items:
 - (1) November 2014 Financial Report. Seth moved to approve the report, Katy seconded; motion passed.
 - (2) Approve Audit of 2014. A motion to approve the report was passed at the Nov. 14, 2014 meeting; no need to vote again.
 - d) Secretary: Katy Smith (no report).
 - e) Member-at-Large: Chris Pryor (no report).
 - f) Member-at-Large: Jodie Borgerding
 - Helen Rigdon will be Jodie's counterpoint for MLA\KLA Trivia Night. Trivia Night will replace Battledecks for the 2015 Conference. They will meet next week to begin organizing.
 - g) Member-at-Large: Eric Petersen (no report).
 - h) Member-at-Large: Cindy Stewart-Grant (no report).
 - i) ALA Councilor: Regina Greer Cooper (written report)
 - i) Will be attending ALA Mid-Winter representing the Missouri Library Association.
 - ii) A resolution to commend the Ferguson Municipal Public Library for serving the community in a time of crisis will be presented to the Council for adoption.
- 4) Reports from Committees
- a) 2015 Conference: Dan Brower, Chair
 - i) Change from written report. 2 keynote speakers have been contracted—one opening, one closing—with a combined cost of \$4000 (less than the budgeted \$9000)!

- ii) Finalizing vendor contracts, in report, except for internet which is still being investigated.
 - iii) Meeting scheduled Jan. 26 at Lawrence Public Library (mid-point between states). Up to 25 members, including 5 library science students from ESU's Library School who want to help.
 - iv) Working on vendor registration website—February availability.
 - v) Request for proposals to be sent late February, no later than March 1.
 - vi) Conference committee is large, 25 members: 12 each from KS and from MO and an additional member from IA.
- b) 2016 Conference: (Erin Gray and Renee Brumett, Chairs)
 As Springfield was not connected, President Prucha made the following report:
- (1) The site selection committee had visited University Plaza and the Ramada Oasis in early December. The Oasis is in a remodeling process and the layout is disjointed; however, MLA would be the sole guest/convention. The University Plaza is larger.
 - (2) RFPs were sent to both and were just received. Amigos will compile the responses for easier comparison and decision-making.
- c) Awards: Maureen Willman, Chair
- i) Maureen is now Chair, Diane Hunter has been appointed out of state.
 - ii) New Members are Diane Disbro and Beth Caldarello.
 - iii) Regina Greer Cooper is continuing as chair of the Missouri Author's Award subcommittee.
- d) Budget & Finance: Seth Hershberger (no report).
- e) Bylaws & Handbook: Alice Ruleman, Chair (no report).
 Additional information from President Prucha: Results of the bylaws survey were passed. We have made the election procedures more clear and flexible and have moved up the dates. Process was much easier this year—a good change to have made.
- f) Intellectual Freedom: Rob Hallis, Chair
 Committee will be meeting and plan to have sessions for the conference.
- g) Legislative: Jim Schmidt, Chair (report was communicated by Jim via Sharla at the end of the Committee reports due to the problems connecting with the Springfield location).
- i) Jim encouraged members to sign up for Library Advocacy day—thus far only 26 members have registered, down 50% from 2014. Discussion: Christina added that she could not stress its importance enough, especially due to the budget, and added that there is a template, created last year by Gerald, which can be used to send a letter if one cannot attend in person.
 - ii) Gerald also brought up National Advocacy Day (May 4-5) and stated that registration was open and that there is a need for academic librarians to attend.
- h) Membership: Chris Pryor, Chair
- i) Written report coming and will include:
 - ii) Membership numbers through December 31, 2014:
 - (1) Individual—69 (down from 2013 [153 at same time that year])
 - (2) Institutional—4 (down from 2013 [7 at same time that year])
 - (3) Discussion: Chris reported that Christina Prucha had emailed board members to pay dues and will be telephoning any board members without current membership after the January report. Chris sent an email to the MLA listserv with reminders and to the SISLT listserv. Seth added that he sent a general reminder email to institutional members and will follow-up with individual/personalized emails.

- iii) All the committee members rotated off this year; however 3 will return for an additional year. Recruiting new committee members with hope to make committee more geographically diverse.
 - iv) Positive comment on a membership renewal form: former student thanked MLA for support while at the MU library school.
 - i) Nominating: Gerald Brooks, Chair
 - Gerald and members April Roy and Karen Robinson will hold their first meeting next week and are cognizant of the changes to the procedures.
 - j) Media and Publications, Anna Strackeljahn, Chair
 - i) Anna thanked Amigos for assistance in researching the promotional materials company used by SLRLN: Promo Direct.
 - ii) Discussion Item: Promo items.
 - (1) Notepads are \$1.73 each and stylus pens are \$1.79. They are nice, but may be out of our budget. There are cheaper ones, approximately \$0.79 each when 1000 ordered. Next level is 500, which may not be adequate for us. Items would not need to be limited by date and could be used for a number of years, if necessary.
 - (2) Christina asked if there was money in this year's budget to purchase such promotional items, Seth answered no and asked Sharla for verification. Sharla agreed, but also suggested that we could work with Keith and Amigos to see if there was some wiggle room or we could see if a vendor might help sponsor such items. Keith agreed. A further suggestion was to include in conference budget, especially if items would be included in conference materials.
 - (3) Materials scanned after minutes.
 - k) Community of Interest Council: Jennifer Peters, Chair
 - i) Submitted updated 2015 Community of Interest chairs and leadership list. List is mostly complete.
 - ii) Collecting 2014 reports from Community of Interests chairs—only one report rec'd; will send second request. Discussion: Christina asked if CoI reports will be published in MO INFO? If not included in January, they should be included in March edition. Christina also thanked Jennifer for completing the list—it is truly appreciated.
- 5) Other Reports
 - a) Archivist: Stacy Hisle-Chaudri (no report). As always, send anything you have to her for the archives.
 - b) Webmaster: Rachel Brekhus
 - i) Website Process is ongoing and will update with the committee list—a list of those who are responsible for different portions of the website.
 - ii) Comments on the website welcome. They are still investigating style sheets. Discussion: Sharla commented that the site is sleeker—simpler, yet provides the necessary information; Christina agreed that the site is robust, but with less duplication.
 - iii) Seth expressed kudos for the MLA Facebook presence; Christina stated that such kudos should go to Meredith McCarthy and added that if you want something posted to the MLA FB page to contact Meredith—who has done a fantastic job!
 - c) Missouri State Librarian: Barbara Reading
 - i) Has been asked about rumors regarding library appropriations: there has been nothing indicated by the legislature about what they plan to do.

- ii) Budget request for FY 2015-16
 - (1) Requested funding for state aid /the REAL program in the same amounts as was appropriated last year, but those are the funds which have been withheld.
 - (2) The request made for Arts and Entertainment was for \$900,000. Appropriated that for 2014-15; but has \$100,000 of that vetoed. The state library also always asks for the amount that should be allocated to public libraries based on the estimated income to that fund, which would be an additional \$3 million. If that were ever appropriated at the level designated by the statutes, libraries would receive a sizable appropriation. That never happens. Gov. Nixon had tried to increase the amounts incrementally, but then vetoed the \$100,000 that we should have received.
 - (3) Governor will release January 21st, next Wednesday.
 - (4) MoreNet will livestream the state of the state speech.
 - (5) The Office of Administration will also post the budget then. Anxiously awaiting the release.
 - iii) State Library is pleased to be hosting the Advocacy Day in the Secretary of State building. Have scheduled various rooms for people to meet and lunch.
 - iv) Welcome to Donna Riegel as new Director of Wolfner Library.
 - v) Making note of changes to e-rate –there have been quite a lot. MoreNet is providing webinars and other updates. The State Library is publicizing articles about it, too.
 - vi) Gerald asked about Gov. Nixon—he has been out of sight, hasn't he? Some articles in local news that he plans to be more involved with the legislature this year—we'll see.
 - vii) Christina asked about the MoreNet information on the e-rate—is it on their website? Yes, but sometimes this information may go to the tech coordinators, not on the MLA member listserv. This is the critical time to make application, particularly for the new categories—there is a rigid sequence for filing the appropriate forms.
 - viii) Gerald asked if there had been a significant increase in the funding—\$1.3 billion to go along with the new categories? Barbara confirmed that was correct. The e-rate fund has been increased by \$1.5 billion annually beginning in 2015 and there is a \$1 billion target amount for category 2 (wifi). There are amounts designated per square foot for library buildings and for school buildings to be used as a framework for requesting funds.
- d) Management Service (Amigos): Keith Gaertner
- i) Nothing to add to submitted report. Christina added that he has done a wonderful job as always—as has everyone at Amigos.
 - ii) Highlighted from Written Report:
 - (1) Created online registration in conjunction with committee chair for Legislative Advocacy Day and process registrations and payment. Sent weekly report on registration to committee chair.
 - (2) Developed MLA site requirements document for 2016 Conference.
 - (3) Developed Constant Contact Ballot for MLA by-laws changes and reported the results
 - (4) Sent invoice to 2014 institutional members for 2015 membership
 - (5) Developed final membership list for 2014 by individual and institution, updated final numbers for statistics tab.
 - (6) Created audit lead sheets for Bohley fund, library advocacy donations, Jobline, membership for 2014.
 - (7) Created audit lead sheets for 2014 conference and reconciled differences with Conference Chair records.
 - (8) Updated Executive Board listserv and Legislative listserv.
 - (9) Tracy, Keith and Linda attended November Board meeting.
 - (10) Continued Processing:

- (a) MLA membership registrations
 - (b) Jobline invoices
 - (c) Paypal and check payments for memberships
 - (d) Accounts payable
- 6) Unfinished Business
- a) Dan added that a Constant Contact “Save the Day” notice was sent to 158 potential vendors (number added by Christina) and that 61 vendors opened and viewed it—41% viewing rate.
 - b) If you know of a vendor who should be contacted, please send the contact info to Jennifer or Susan via 2015KLAMLAContacts@gmail.com
- 7) New Business
- a) Brochures. Anna, with Media PR, will look into updated brochures in March. We need to evaluate how many to order. Eric suggested that we should not include the executive board as that dates the brochure—the brochure could instead direct to the website. This would allow us to use the same brochure for a longer period of time.
- 8) Comments from Guests (none).
- 9) Announcements
- a) Gerald reported that the National Conference for African American Librarians will be in St. Louis in August of 2015. Gerald encouraged MLA members to volunteer and will put info on the MLA website.
- 10) Adjournment: Next meeting will be April 17. Meeting adjourned by unanimous consent at 12:09 pm.

Respectfully submitted,
Katy Smith, Secretary and Member at Large