

Missouri Library Association Board ***April 17, 2015***

Summary of Action Items and Minutes (Approved July 24, 2015)

Summary of Action Items:

- Approved Minutes from January 16, 2015
- Approved amended motion to charge the Handbook Committee to update the handbook to provide Conference Coordinators the option to establish a 2-tiered system on a year-to-year basis.
- Approved motion to follow historical precedent and view the State Archives as within the State Library umbrella for the purposes of Jobline.
- Approved motion to update the list of authorized signers to include the following Executive Board Members:
 - Christina Prucha (President)
 - Seth Hershberger (Treasurer)
 - Eric Petersen (Assistant Treasurer)
 - Tracy Byerly (Business Agent)on the following MLA bank accounts:
 - Commerce checking account ending in 8897
 - Schmidt Fund money market account ending in 1056
 - Board Fund money market account ending in 1134
 - Bohley Fund money market account ending in 1133T
 - Rowe Price account ending in 5140
- Approved motion to prohibit vendor sessions, but to offer vendors the option to participate in exhibitor demos and/or the option to sponsor sessions when the requirement of having a booth in the Exhibit Hall is met.
- Approved motion to increase wi-fi at the conference to 20MB at \$19,000 (\$9500 for MLA), but to pursue sponsorship.
- Approved motion to update the Handbook to include an Immediate Past-President official and to charge the Bylaws and Handbook Committee to take proposed Bylaws language updates regarding the insertion of the Immediate Past-President to the general membership.
- Approved motion to provide for early renewal at conference.
- Approved motion to have a member at large be selected to chair the Membership Committee and to present this Bylaws change to the general membership.

1) Roll Call:

Meeting began at 10:31 a.m. with roll call: Christina Prucha, Chris Pryor, Katy Smith, Anna Strackeljahn, Dan Brower, Linda Elkow, Keith Gaertner, Megan Bryant, Tracy Byerly, Jim Schmidt, Erin Gray, Seth Hershberger, Stacy Hisle-Chaudri, Rob Hallis, and Alice Ruleman

Quorum attained.

Note: Jodie Bogerding, Gerald Brooks and Eric Petersen also in attendance, arrived after roll call completed.

2) Approval of Minutes from January 16, 2015 by acclamation.

3) Reports from Executive Board

a) President: Christina Prucha, written and oral report:

i) Information Items:

- (1) Congratulations to Pam Klipsch (for her work on Intellectual Freedom) and Scott Bonner (for work in Ferguson) for their recent ALA awards. Still looking for opportunity to officially present award to Scott at the Ferguson Library.
- (2) Thank you to the committees doing lots of work, including:
 - (a) Legislative Committee—has worked extremely hard on the release of the funds held by Gov. Nixon
 - (b) Site Selection—the site for 2016 has been finalized. Thanks to Erin and Renee for heading the committee and putting in a lot of work; they are now transitioning to Conference Coordinators
 - (c) Marketing—new brochure is ready; Anna will talk about it
 - (d) Membership—Much going on with Membership, will discuss with Membership report
 - (e) Facebook page has had lots of traffic—Thank you to Meredith McCarthy
 - (f) Public Libraries CI—another active Facebook page
 - (g) Small fraction of work that goes on, just wanted to draw attention to the many groups working to better this organization.

ii) Discussion items:

- (1) Two-tiered fee system (profit/nonprofit) for vendors at conferences
 - (a) Discussion initially began in regard to the State Library and ensuring their participation in the conference. In Missouri, we cannot offer a discount to State Library because we lobby them.
 - (b) Should there be a two-tier system in which for-profits pay one price and non-profits pay another across the board with no special deals?
 - (i) Number of for-profits and non-profits. At the St. Louis conference, there were 60 vendors; 5-10 of which were non-profit. Would revenue be lessened by lower price for such non-profits or would it increase due to attracting additional non-profits?
 - (ii) Motion made and seconded.
 - (iii) Discussion Points:
 1. Amigos attends 1 out of 8 conferences at a non-profit rate; however, they don't get the same kind of booth.
 2. Some non-profits were set up outside of the vendor hall at the St. Louis conference—they had not paid to be vendors, though.
 3. For 2015 MLA conference: 8 non-profits have thus far registered for the same size booth (10'X10') for \$100 less than the for-profits. There is also a 3rd tier for Shopper's Row, which includes a smaller area with just a table. Thus far, there are 4 such Shopper Row vendors (Thirty-One Gifts, Jewelry, etc.). Although one jewelry seller purchased a full booth.
 4. MLA received a special rate for our participation at the MASL conference...should we reciprocate?
 5. Did the lower rate increase participation among non-profits? For the 2015 Conference, yes, but it is a larger conference. Might not be the case in the future.
 6. Is the point to increase the revenue for MLA or to benefit the non-profits? Point of two-tiered system would not be to benefit MLA, but to benefit the non-profits.

7. Would it also increase? Perhaps MLA could provide an affordable way for libraries to publicize/showcase and to help support MLA. Why does the State Library feel obligated to participate as vendor? State Library, as well as many libraries in the state may want to participate in this way.
 8. Main driver—to be fair. Allows us to be fair across the board and levels the playing field.
 9. MLA wouldn't need to set prices for two tiers they may fluctuate, would delegate pricing for tiers to Conference Coordinators.
 10. Conference Coordinators could also have the option of offering two tiers; gives them flexibility with their budgets. There may be a fiscal reason why we could not in a certain year. This would make the item a handbook issue that the Conference Coordinators would be charged with establishing such.
 11. Amen to allow conference coordinator to establish
 - (iv) Motion amended to charge the handbook committee to update the handbook to provide Conference Coordinators the option to establish a 2-tiered system on a year-to-year basis.
 1. Further discussion: is there anything in the bylaws that would preclude doing so? No. Just giving the option to the Conference Coordinator in the handbook. Does not obligate them to do so.
 2. Is not necessary to be included in bylaws.
 - (v) Motion seconded; 6 assenting, 0 dissenting motion APPROVED for the Executive Board charges the Handbook Committee to update the handbook to provide Conference Coordinators the option to establish a 2-tiered system on a year-to-year basis.
- (2) Charging State Archives for Jobline ads.
- (a) Issue was raised with the Jobline ads for the Wolfner Library and for the State Archives. As Wolfner Library reports to the State Library, as far as Jobline is concerned, they are covered by the State Library institutional membership. The State Archives is not so clearly defined. Historically, we have considered them as part of State Library as well. Do we want to continue to do this?
 - (i) Motion made and seconded
 - (ii) Discussion Points
 1. —what is the hierarchy? The State Archives is more equivalent than subsidiary to State Library, both ultimately report to the Secretary of State.
 2. How often would such jobs be opened?
 3. Are there other entities that might ask the same? Example, Department of Transportation Library? They do report to Barbara Reading as well; but, there may be others who still report to the Secretary of State?
 4. Follow historical policy?
 - (iii) Vote called—6 assenting; 0 dissenting; motion APPROVED to follow historical precedent and view the State Archives as within the State Library umbrella for the purposes of Jobline.
- b) President-Elect: Sharla Lair, no report.
- c) Treasurer: Seth Hershberger, written and oral report:
Seth reported that Eric Peterson and Seth together worked on the Treasurer's Report.
- i) Information Items:
 - (1) Approved Payments January through March of 2015 detailed in written report.
 - (2) Financial Reports

- (a) Insurance—Rates for DOL and General Liability Insurance increased; Amigos was unable to secure a lower quote; current policy was renewed at \$3208 (\$808 deficit)
 - (b) LAD was a success and included more attendees than the previous LAD; however, net revenue was \$985.66; less than the projected \$1500.
- ii) Action item: Authorize Bank signers. Motion was made to update the list of authorized signers on MLA's bank accounts:
 - (1) Motion seconded
 - (2) Discussion—This should be done in the future at the November meetings so that the accounts are ready to roll over in January with the incoming Board.
 - (3) Vote—6 assenting; 0 dissenting; motion APPROVED to update the list of authorized signers to include the following Executive Board Members:
 - Christina Prucha (President)
 - Seth Hershberger (Treasurer)
 - Eric Petersen (Assistant Treasurer)
 - Tracy Byerly (Business Agent/Online Administrator)
 on the following MLA bank accounts:
 - Commerce checking account ending in 8897
 - Schmidt Fund money market account ending in 1056
 - Board Fund money market account ending in 1134
 - Bohley Fund money market account ending in 1133
 - T Rowe Price account ending in 5140
- d) Secretary: Katy Smith, no report. Added that Members-at-Large would be holding a short meeting following the Executive Board meeting.
- e) Member-at-Large: Chris Pryor, no report as Member-at-Large, action item in relation to membership to be discussed under Membership Committee report.
- f) Member-at-Large: Jodie Borgerding, no report.
- g) Member-at-Large: Eric Petersen, written and oral report:
 - i) Eric met with Seth on Friday, April 10 to learn the MLA Treasurer's duties. They will continue to work together.
 - ii) Continued discussions with PLCI officers on the development of talking points to encourage public librarians and staff (particularly in rural communities) to join MLA. Eric plans to concentrate on communities in west central Missouri. He has been in email contact with the branch manager of the Excelsior Springs branch to encourage some outreach towards getting more rural libraries and staff more aware of MLA. Basically wants to hit the road with brochures and get more membership
 - iii) Discussion points:
 - (1) There is no state organization for rural libraries as there is at the national level. NPLD and MOBIUS also might be good outreach outlets.
 - (2) Other possible rural outreach including the upcoming Missouri State Fair (always in Sedalia). A booth at the Missouri State Fair is approximately \$600, or possibly a social get-together. It is a central location, always predictable time before the annual conference. Would have to plan ahead. Similar investigation into History Conference in St. Charles—determined to be too expensive.
 - (3) Will the conference include streaming sessions for rural libraries or other outreach to small, rural libraries that may not be able to attend? Once the conference proposals are

reviewed, the conference committee will contact small rural libraries in Missouri and Kansas to see if they want to submit something remotely, but nothing beyond that. This might be something that we should investigate this summer.

- (4) Perhaps a CI for small, rural libraries would be appropriate—public as well as academic and special. We might reach out to such libraries to gauge interest.
 - (5) The National Conference of African American Librarians (BCALA) is in St. Louis, Aug. 4-8, this may be a good way to promote MLA among the 400+ librarians attending the AALC, especially those from the greater St. Louis area. Gerald Brooks has an active role in the conference and will look into this.
- h) Member-at-Large: Cindy Stewart Grant, no report.
- i) ALA Councilor: Regina Cooper, no report.
- 4) Reports from Committees
- a) 2015 Conference: Dan Brower, Chair oral and written report:
 - i) Information Items:
 - (1) Unique conference—not only for the obvious reasons, but also as we are at a convention center, we must deal with 6-7 entities which has required us to work creatively.
 - (2) Conference planning committee met on April 13th in Lawrence, KS. The committee is meeting at least once a month and is composed of 26 active members, including 5 student volunteers from MU and Emporia.
 - (3) The proposal deadline was extended through May 15. Currently have 108 proposals—target goal is 120. Conference program will allow up to 98 sessions, not including table talks and poster sessions. Conference committee will contact various CIs (MO) and Divisions (KS) to fill possible holes so that we can offer something for the various many levels/areas/types of libraries and staff.
 - (4) Some sessions may be pre-recorded for rural/distant members who cannot come to the conference venue.
 - (5) Vendor report.
 - (a) 34% to the money goal (goal of \$56,250) and 25% to the vendor total goal (goal of 120 vendors)
 - (i) 30 vendors have registered (18 traditional, 8 non-profit, 4 “Shopper’s Row”), total of \$18,850.
 - (ii) 1 exhibitor demo (\$100)
 - (iii) 2 full-page ads sold (\$800)
 - (iv) 2 sponsorship opportunities (conference bags and the YA breakfast) claimed (\$2,750)
 - (v) See what reports are in the next few weeks; if not to acceptable levels, we will start phoning...
 - (6) Contracts:
 - (a) Secured for decorators (Fern) and keynote speakers.
 - (b) Received for Internet service (Greenwave) and catering (Brancato’s)
 - (c) Kelly is working on A/V contract with Another Dimension—the company used by KLA over the past 7 or so years. Lowest quoted price. Budgeted \$21,000; trying to sign at the \$15,000 range.
 - (7) A site tour has been scheduled for May 18 hopefully with both Amigos and MOREnet.
 - (a) MOREnet can offer us equipment and trainers; however we must provide a room with hardlines, which are \$800 per IP address (incredibly expensive!). We might have to make some hard decisions about the cost effectiveness of a MOREnet room based upon how impactful the MOREnet programs might be.

- (8) Streaming through the conference website would require more bandwidth than expected and has been abandoned due to the high cost. However, we can still record sessions before or during the conference or remotely. Each extra MB is \$1000, up to 10 MB—after that it is \$500.
- (a) Discussion points:
- (i) ACRL has virtual sessions, live online webinar type presentation from a separate virtual session room. This option will be explored.
 - (ii) For profit conferences often have virtual session sponsorship. Might be something to investigate for 2016.
- (9) Developing Crisis Panel pre-conference involving communities that have undergone crises, including Scott Bonner (Ferguson Public Library) and possibly those who have worked with such libraries, perhaps FEMA representatives who worked with Joplin Public Library. Pre-conference would be proactive, not reactive—how to prepare for crises. Working to possibly offer this pre-conference free to attendees.
- (10) Keynotes:
- (a) Closing keynote, William Ottens, of Tumblr *Librarian Problems* fame at 10 am on Friday
 - (b) Opening keynote, Peter Morville, focusing on information architecture, future of libraries, refining the user experience in both the physical and the virtual library on Wednesday following the pre-conferences
 - (c) Tried to get Tim Wu (coiner of term Net Neutrality), but could not get him for below \$30,000.
 - (d) Both speakers' contracts secured for \$4500—less than the \$6000 budgeted for one keynote speaker.
- (11) Questions/Concerns/Comments
- (a) Logo seen many places—KCPL PR came up with logo, was very responsive to the conference committees suggestions, etc.
 - (b) No deadline on when catering contract must be signed.
 - (c) Regarding beverage service—this was requested via feedback by many previous conference evaluations.
 - (i) Proposed for 1000 attendees; this conference is expecting 800-1000 attendees.
 - (ii) Contract says it can only be reduced by 10%; may want to knock that number down to 850. Most caterers will be able to add 10% if needed at the event, so 850 should be fine.
 - (iii) Brancatos did come significantly below the other bids.
 - (iv) Also knock Friday down to 400 max.
 - (d) New member reception of Mediterranean station (\$8 per person) budgeted for 250 or so. Consider something light as it will back the vendor reception. Do not need bar set-up.
 - (e) Tickets will be awarded at various times/sessions for beverages—it could be for alcohol or non-alcoholic. We just don't get charged less if the ticket is used for non-alcoholic beverages.
 - (f) Only 3 water fountains in venue; need the beverage service.
 - (g) Seated librarians' luncheon. KLA usually has a state librarian's luncheon—their most popular event. Last year, their luncheon had 440 attendees. Seated lunch with a state of the state library address. Barbara Reading loves the idea. KLA usually pays for the state librarian's lunch; MLA cannot due to the lobbying issue. Thinking to have this on Friday. KLA/MLA will have two separate luncheons, but at the same time.
 - (h) Will send emails with new numbers to Tiffany, Christina, Amigos, Seth, and Eric so that we know where we stand.

ii) Discussion Items:

- (1) Vendors as conference presenters. 5 Vendors have proposed conference sessions—2 by professional organizers, 3 by for-profits (EBSCO, Lerner, and a publisher who wants to co-present with a librarian. All have a librarian as well as a vendor presenting. Slippery Slope? 45 minutes of free advertising? Discussion Points:
 - (a) 2013 Conference Chairs (Candice Oliver and Chris Pryor) declined vendor sessions—do it for one vendor, will need to do it for all...
 - (b) Vendors could sponsor the session (with special pricing)?
 - (c) Brick & Click allows for vendor presentations by vendors participating in the Exhibit Hall who are also presenting with a librarian.
 - (d) Trend in librarians/staff presenting with a vendor (such as architect for a redesign, etc.) Where do you draw the line? Co-payment? Vendor sponsor/underwrite the session?
 - (e) Still slippery slope—way to getting around paying, and we need the revenues from the vendors!
 - (f) Would this encourage III or Elsevier to present rather than providing demo areas?
 - (g) Can present the same information in a vendor showcase. Opportunity is already there in a more fair way.
 - (h) We could require booth and librarian partner.
 - (i) How does KLA feel? They have no problem—if there aren't enough proposals otherwise. They usually don't have enough proposals to decline any.
 - (j) Any precedent? MLA has not handled it consistently—no clear precedent.
 - (k) Today—5, and there were only 2 as of Monday; definitely a trend.
 - (l) Motion made and seconded to prohibit vendor sessions, but to offer vendors the option to participate in exhibitor demos and/or the option to sponsor sessions when the requirement of having a booth in the Exhibit Hall is met.
 - (m) Vote—6 assenting; 0 dissenting; motion APPROVED.
- (2) Internet contract. Greenwave has offered us 12MB for \$15,000. Matt at Greenway suggested 20MB; however, that would be an additional \$4000. So, \$19,000. This does not include hard-drops for a MOREnet room, which would be an additional \$12,000. \$27,000 just for Internet. Greenway says that 12MB should be fine. Discussion Points:
 - (a) STL Conference did not require them, but they were labor intensive.
 - (b) MOREnet sessions must be vetted and impactful to make up for the additional cost.
 - (c) What if MOREnet for only one day? No difference. Basically paying for the IP, not the labor.
 - (d) Cost would be split between MLA and KLA, but still a lot of money!
 - (e) Some MOREnet sessions were well attended, others not.
 - (f) Open lab really not used any more.
 - (g) FERN has an area for 4-6 computer kiosks so we don't need an open lab for attendees to use
 - (h) MOREnet is a Missouri entity—Kansas might not cover it.
 - (i) Some MOREnet sessions could be done without a computer. Could be bring your own device sessions
 - (j) MOREnet is Missouri specific, KLA might not want to cover hard-drops. Convention Center does have a business center.
 - (k) Convention Center has only wi-fi will by Greenwave—is 12MB adequate?
 - (i) How much was used in Columbia? In hotel, and could not parse out total as it was a hotel where others were also using it.
 - (ii) At St. Louis in 2013, added on the fly.
 - (iii) Would there be a premium for MB added on the fly?

- (iv) What about the BCALA conference? What are they using? Not as large a conference, but still could be helpful to have an idea.
 - (v) Last MLA conference in KC? That was at a separate convention center?
 - (vi) This is something that attendees do care about, although it is not uncommon to go to a conference and have poor wi-fi.
 - (vii) 20MB, \$19,000, split would be \$9500 for MLA
 - (viii) What about no wi-fi? SLA did that once and will never do it again—it was horrible. Attendees did not care about the cost.
 - (ix) Create a wi-fi sponsorship? Highlight on landing page?
 - (x) Originally budgeted \$21,000 total for all tech—but A/V will be \$15,000, separately.
 - (xi) We can only use Greenwave—non-negotiable.
 - (xii) Conference outside of hotel complicates A/V and wi-fi requirements
 - (xiii) Sponsorship for wi-fi? Good publicity for possibly several sponsors.
 - (xiv) Motion made to increase wi-fi to 20MB at \$19,000 (\$9500 for MLA), but to pursue sponsorship; seconded. Vote—6 assenting; 0 dissenting; motion APPROVED.
 - (xv) This might bring streaming back into the realm of possibilities. Dan will investigate.
- (3) Catering contract—changes, will revisit.
 - (4) Preliminary Schedule provided in the packet.
 - (a) Quick overview of the three floors was provided including:
 - (i) 1500 is the lobby which will probably hold registration.
 - (ii) 3501 is directly above the 2500 areas.
 - (iii) Third floor is flexible, has air walls (32' ceilings) that can go from one gigantic room to eight rooms with a central hall.
 - (iv) 2504b Conference Office—smallest break-out room, odd arrangement, and centrally located.
 - (b) Questions/Comments
 - (i) Meet and Greet will be off-site lawn and patio.
 - (ii) Board Meetings—may have to be at the Crown Plaza.
 - (iii) Trivia—Could be offsite or breakout (cannot have alcohol unless provided by Aramark). Could be at restaurants at Crown or Phillips (Aladdin too small) or other area bars/restaurants. April is investigating.
 - (iv) Registration will open in mid-June.
 - iii) Action item: Catering contract approval—postponed.
- b) 2016 Conference: Erin Gray, Co-Chair, oral report:
 - i) Erin reported that the conference planning has begun with the Ramada Oasis and looking forward to proceeding.
 - c) Awards: Maureen Willman, Chair, written report:
 - i) Dan added: Dan and Maureen are working on the Awards—it will be a free, joint reception for both KLA and MLA with food and drinks. It will be a relaxed event. Hopefully will encourage more attendance—will not have a speaker, but will have an emcee. Suggestion to get Will Stuck—a previous battledeck winner to emcee.
 - d) Budget & Finance: Seth Hershberger, Chair: no report.
 - e) Bylaws & Handbook: Alice Ruleman, Chair, written and oral report:

Previously, the role of the Immediate Past-President has been unofficial; proposal to make the position an official voting member of the MLA Executive Board by adding/amending both the MLA Handbook and the Bylaws. The Bylaws will require a vote by the membership. The committee will work on preparing the Bylaws proposal over the summer.

- i) Action items: Change to MLA Handbook and Bylaws. Motion made, seconded, and amended to:
 - (1) add the Immediate Past-President to the list of the Executive Board Members to the Handbook (2.1)
 - (2) Include position and duties as:
 - (a) Attend all Executive Board meetings
 - (b) Serve as voting member
 - (c) Serve as general counsel to president and president-elect
 - (d) Chair the nominating committee to the Handbook (2.2.4 and 2.2.4.1)
- and to approve the Bylaws and Handbook Committee to take proposed language updates regarding the insertion of the Immediate Past-President to the general membership.

Vote: Vote—6 assenting; 0 dissenting; motion APPROVED

- f) Intellectual Freedom: Rob Hallis, Chair, oral report:
 - i) Still working on a number of items to be reported on later.
- g) Legislative: Jim Schmidt, Chair, written and oral report:
 - i) Information items:
 - (1) List of Delegation Members for National Library Legislative Day (May 4-5, 2015 in Washington, DC) included in written report.
 - (a) Representation from varied types of libraries and librarians, including MASL and a number of different geographical areas.
 - (b) Have appointments will all of the respective elected officials, except for one, which continues to be worked on.
 - ii) Discussion item: 2016 State Budget update
 - (1) Governor Nixon released all withheld funds. We were fully funded for 2015. Thanks to everyone who contacted their elected officials.
 - (2) For 2016, the Secretary of State's office proposed approximately \$6 million--\$3.1 for REAL and \$3.4 for state aid. The governor's office reduced these considerably: eliminating the REAL money completely and allocating \$723,000 for state aid. Due to strong lobbying, REAL allocation was increased to \$3.1; unfortunately, state aid remained at \$723,000. Passed the House of Representatives and moved to the Senate, where, after much negotiation, \$723,000 was allocated for state aid and \$1.5 for REAL. Because of the discrepancy, it has now gone on to Budget Committee Conference—with representation from both the House and the Senate, the chair of the budget committee, and equal representation from both parties for a total of 10 members. They are scheduled to meet this week. The process is not going well, due in part to health services issues; no decisions have been made. Next meeting is scheduled for Monday. Dependent upon what happens with the re-allocation of money for social services, health care, mental health care services. Legislative Committee members have talked with members of the conference committee as well as reaching out to the head librarians of libraries in the districts of the conference committee members and will continue to work on these important issues.
 - (3) President Prucha thanked the Legislation committee for their work and leadership and commended them for the fantastic job that they have and continue to do.

- h) Membership: Christina Pryor, Chair, written and oral report::
- i) Information items:
- (1) Membership numbers:
 - (a) 273 individuals (274 at this point last year)
 - (b) 53 institutional (52 at this point last year)
 - (c) 327 individual members have lapsed.
 - (i) Membership Committee is working with Linda Elkow of Amigos to send out reminders to all 327 lapsed members to be followed up with telephone calls.
 - (ii) Christina had sent reminders to all Committee chairs and members and CI chairs who had not renewed as of March. At this point, all CI chairs have renewed and the number of Committee chairs/members who have not renewed has decreased from 19 to 11.
 - (2) Committee met on March 13 and are planning their mid-May meeting.
 - (3) This weekend, Christina Prucha, Chris Pryor, Melissa Horak-Hern, and Jerilyn Hahn will be headed to the MASL conference and working a booth Sunday and Monday to promote MLA. The booth will include a drawing for a free one year membership to MLA. The committee will also follow up with those who register for the drawing.
 - (4) Chris has also communicated with Dan about ideas for active Membership activities at conference including:
 - (a) Meet and Greet event on Wednesday afternoon. Once details are finalized, the Committees and Cis will be contacted to solicit participation.
 - (b) Breakout session—"Networking for the Non-networker"
 - (c) Informal coffee break on Friday morning
 - (d) Social media campaign. Tweet pics with membership renewal, maybe with backdrop, etc. Dan added that Kelly's husband, a professional photographer, will be taking headshots at the conference and might provide a backdrop.
 - (e) Possible means of automated renewals via device or other means so that Amigos wouldn't need to take payment at conference.
 - (f) Many members of Membership Committee will participate in the Conference Ambassador program.
 - (5) Ways to engage members outside of Conference.
 - (a) Pursing creating engaging discussions through social media. Coordinating with Meredith McCarthy, the Social Media Subcommittee Chair and with Jennifer Peters to generate content via the CIs which is then posted to Facebook. First post was launched April 9th by CITCI which reached 137 people and had three comments.
 - (b) Will continue to develop this concept.
- ii) Discussion items:
- (1) Want to enable members to renew their membership at conference. Currently, members cannot begin renewing their memberships for the next year until the Monday after conference. Asking board to allow membership renewal at conference. The Membership Committee believes that it would be an effective tactic to allow attendees to renew for the next year while at the conference and are excited. This may boost earlier numbers of those who renew before the end of the year and would provide opportunities at the conference to promote membership renewals through social media. Discussion Points:
 - (a) What about lapsed members who come to conference with the idea of becoming a member to get the member conference rate. Would they pay for 2015 or, as a goodwill gesture, roll them into 2016. This would only be a few people who come to the conference without registering. Some people think that they get the member rate if their institution is a member, most of them do become members. This would only be the few people who come to conference that day and have not registered. We

- could then say, if you want the member rate, you need to become a member; however, we'll let you join for 2016. The real push is for early renewals.
- (b) Updating the system. Amigos can accommodate this; we just need to let them know the Monday before conference as it takes some updating time. Idea to generate renewal on the front end.
 - (c) Promote early renewals may need terminals, etc. as discussed previously—logistics we can work out.
 - (d) Targeting renewals—not lapsed members before the end of the year (but wouldn't turn them away).
 - (e) Motion made and seconded to provide for early renewal at conference. Vote—6 assenting; 0 dissenting; motion APPROVED.

(Note: Tabled this discussion as several board members were moving their automobiles. Moved to Nominating committee report.)

- (2) Currently the Membership Committee Chair is also serving as a member of the MLA executive Board. Asking the board to consider making this arrangement permanent by specifying that the Membership Committee be chaired by a Member-at-Large, similar to the specifications regarding the Secretary and the Treasurer. This would necessitate a by-laws change.
 - (a) Beneficial as role—keeping Membership in mind during voting and keeping the Executive Board up-to-date regarding membership.
 - (b) Without membership, we don't exist. Makes sense to do this.
 - (c) Precedence with Treasurer who also chairs Budget and Finance Committee.
 - (d) Does this make other committees want the same representation? Other committee chairs in attendance did not think this a problem and would be in support.
 - (e) Motion made to have a member at large be selected to chair the Membership Committee presented to the general membership as a Bylaws change. Motion seconded. Vote—6 assenting; 0 dissenting, motion APPROVED.
 - (3) MLA Board members travel and present across the state. Sharon and Tracy had done a “four-corners” tour of the state. Looking at doing this again; however, instead of having Christina and Chris complete the travelling, have Executive Board members across the state would assist in the effort.
 - (a) This would reduce time and monetary cost factors, for example, instead of Christina traveling to Kansas City, perhaps Eric and Seth could present.
 - (b) Short Members-at-Large meeting to follow the Executive Board meeting, perhaps raise issue there?
 - (c) Tabled discussion item.
- i) Nominating: Gerald Brooks, Chair, report:
- i) Information items:
 - (1) The committee wants to provide a slate of at least two candidates for President-Elect and six for at-large positions. They identified three strong candidates for the President-Elect and eight for at-large positions. Two of the President-Elect possibilities declined due to other responsibilities, one is a maybe. Three of the potential candidates for Member-at-Large have accepted, one maybe, two noes. Nominating committee will be meeting again—soon—to determine additional candidates. This must be done soon since MLA moved up the election process. Recommendations? Yes, definitely, send Gerald any recommendations; but please discuss with the person before nominating and remind them that it is now a three year commitment.

(Note: Returned to Membership Report).

- j) Media and Publications Committee, Anna Strackeljahn, Chair, written and oral report:
 - i) New MLA membership brochures have been printed. Amigos will hold on to these for us. Please contact Amigos for copies. These are available for target audiences, such as at the MASL conference.
 - k) PEER CI, Anna Strackeljahn, Chair, written and oral report:
 - i) New Bohley scholarship application will soon be completed and sent to Rachel Brekhus for the website.
 - l) Community of Interest Council: Jennifer Peters, Chair, written report.
 - i) President Prucha encouraged Executive Board members to participate in the Facebook questions/discussions.
- 5) Other Reports
- g) Archivist: Stacy Hisle-Chaudri, no report.
 - h) Webmaster: Rachel Brekhus, no report.
 - i) Missouri State Librarian: Barbara Reading, no report.
 - j) Management Service (Amigos): Keith Gaertner, written and oral report:
 - i) Information Items: Following up with the auditors after tax season. (See written report.)
- 6) Unfinished Business: none.
- 7) New Business: none.
- 8) Comments from Guests: none.
- 9) Announcements: none.
- 10) Adjournment by acclimation, 1:15 pm.

Minutes respectfully submitted,



Katy Smith, Secretary and Member-at-Large