# MLA Board Special Meeting - Conferences

**Date:** May 22, 2020  
**Called to Order at 9:35 a.m.**  

<table>
<thead>
<tr>
<th>Note Taker:</th>
<th>Shannon Midyett</th>
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</table>
| **Attendees:** | Cindy Thompson  
| | Cynthia M. Dudenhoffer  
| | Erin Gray  
| | Katie Hill  
| | Kristin Evans (Amigos)  
| | Linda Elow (Amigos)  
| | Margaret Conroy  
| | Meredith McCarthy  
| | Otter Bowman  
| | Robin Westphal (Missouri State Library)  
| | Shannon Midyett  
| | Steve Campbell  
| | Tracy Byerly (Amigos) |

## 2020 Virtual Symposium Event Proposal

**Virtual Event Planning Taskforce**

**Brief overview of idea and approach**

For 2020, the planning group has reviewed options for a fall event and has made the decision to move forward with a virtual event to be held during the same timeframe as the original conference, but with a very different approach. Generally, it will consist of three themed days designed to appeal to a broad audience during the week originally scheduled to have the conference in Springfield. Goal of this event is to provide a meaningful professional development opportunity for membership, support the strategic plan, and communicate the value of the association even when times/budgets are tough.

The conference proposal document can be found here:  
[https://tinyurl.com/yd7ukfet](https://tinyurl.com/yd7ukfet)

- Distributed conference format allowing attendees to “opt-in” to sessions or days of content
- 3 days of targeted, thematic programs
- One theme for each day, with no concurrent sessions  
  - One choice each timeslot  
    - Supporting our Communities  
    - Connecting with Technology  
    - Personal and Organizational Development
- One roundtable or network/social activity with a facilitator  
  - These sessions will be arranged by affinity group with a facilitator and production
- 4-5 hours of total programming each day
- Inviting sessions and providing training and support to a smaller number of speakers will increase/ensure quality
- Streamlined process utilizing Amigos platform

### Conclusions

### Action Items

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<th>Person Responsible</th>
<th>Deadline</th>
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### Budget for 2020 Virtual Event

#### Discussion Highlights

Budget discussion focused on the distinction between in-person versus virtual conference. Proposed budget for the 2020 virtual event is cost neutral. Any and all costs associated with the virtual conference are already budgeted and approved under professional development.

**Projected Expenses:**
- Closed captioning for sessions
- Publicity for social media ad
- Gifts for speakers

**Potential Income:**
- Sponsorships
- Selling MLA branded merchandise
- Direct donations

Any considered Committee or CI events will be cost-neutral or revenue-generating.

**Proposed Registration Rates:**
- Member - $25
- Non-Member - $50

#### Conclusions

Cindy Thompson made a motion to approve the budget and registration rates as presented; Meredith McCarthy seconded. Motion approved unanimously.

### Amendment to Amigos Contract

#### Discussion Highlights

This amendment is a list of services based upon a three-day conference with 4 - 5 hours of sequential programming each day. Amigos will support the use of breakout rooms in one session each day to offer an opening keynote session. Vendor involvement will be supported for the opening keynote sessions. Sessions are assumed to be 45 to 60 minutes in length maximum. Captioning services are not included and are directly available from ACS Captions.

This amendment replaces section D of the Association Management Services Agreement between MLA and Amigos signed January 20 and February 18, 2020. The remainder of the agreement remains in full force and effect.

#### Conclusions

Margaret Conroy moved to approve the amendment to the Amigos contract. Katie Hill seconded. Motion passed unanimously.
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<tr>
<td>Amendment to Amigos contract</td>
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### Access and Innovation Fund Signatories

#### Discussion Items
- Amigos requires updated and approved signatories for the Access and Innovation Fund to be on file.

#### Conclusions
- Cindy Thompson made a motion to assign Cindy Dudenhoffe, Steve Campbell, and Tracy Byerly as new signatories and to remove Erin Gray. Otter Bowman seconded. Motion approved unanimously.

### Action Items

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<td>Update A&amp;I Fund Signatories</td>
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### Amended Contract with Oasis Hotel in Springfield for 2022 MLA Conference

#### Discussion Items

#### Conclusions
- An amended MLA 2022 Conference contract with the Oasis Hotel in Springfield was approved unanimously by the Board via an email vote on June 9, 2020.

### Adjournment

Meeting adjourned at 10:10 am.