

FLORIDA LIBRARY ASSOCIATION EXECUTIVE BOARD MEETING MINUTES

John & Mable Ringling Museum of Art, Education Center
July 27, 2007

1 **BOARD MEMBERS PRESENT:**

- 2
- 3 1. Corinne Jorgensen, FSU Representative
- 4 2. Ruth O'Donnell, Executive Director
- 5 3. Charlie Parker, President (VM)
- 6 4. Carol Russo, Treasurer (VM)
- 7 5. Bernadette Storck, Parliamentarian
- 8 6. Tomaro Taylor, Director (VM)
- 9 7. Barbara J. Stites, Secretary (VM)
- 10 8. Sol Hirsch, Past-President (VM)
- 11 9. John Van Berkel, Planning Committee Chair
- 12 10. Lois Eannel, Board Fellow
- 13 11. Judith Ring, State Librarian
- 14 12. Gloria Colvin, Director (VM)
- 15 13. Faye Roberts, Director (VM)
- 16 14. Vicki Gregory, ALA Councilor (VM)
- 17

18 **BOARD MEMBERS ABSENT:**

- 19 1. Tom Sloan, Director (VM)
- 20 2. Mercedes Clements, Vice-President/President Elect (VM)
- 21 3. Phyllis Ruscella, SELA Representative (VM)
- 22

23 **Guests Present:**

- 24 1. Lisa Manners, Broward County Library System
- 25 2. Brad Ward, NEFLIN Executive Director
- 26

27 **Action Items for Follow Up (Responsible party):**

- 28 • Write a press release for publication regarding FLA participation in the *Vamos a Cuba* court case when the
- 29 11th District Court's opinion is announced (Sol Hirsch)
- 30 • Appoint an Ad Hoc Future of FLA Management Committee to review the Executive Director's report and
- 31 make a recommendation to the Board at the fall meeting. (Charlie Parker)
- 32 • Send Board members the Executive Director recommendations document produced by the Planning
- 33 Committee in 2005. (Ruth O'Donnell)
- 34 • Inform members of the opportunity to place names in nomination for FLA office. (Ruth O'Donnell)

35 **1. Agenda, Minutes, Treasurer's Report**

- 36 A. Quorum was established at 10:00 a.m.
- 37 B. Guests were introduced
- 38 C. Agenda additions

39 i) Contract with CMC & Associates for 2008 conference management added as 5.A.1.

40 Charlie Parker moved that the Agenda be amended as described, Barbara Stites seconded the motion.

42 **2. Consent Agenda**

- 43 A. April 13, 2007 Board minutes were ratified (Colvin/Roberts)
- 44

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45 3. *Treasurer's Report*

- 46 A. Carol Russo presented the 2007 financial status and Finance Committee recommendations for
47 reductions in 2007 expenditures.
- 48 i) The Executive Board approved the proposed reductions of \$17,786.20 in reduction of 2007
49 budget (Doc. 3A) amended to add \$250 from line 5009 Archive Assistance.
- 50 ii) The Executive Board approved Bylaws\ IV.6 concerning electronic voting be waived for the
51 elections to be held in the fall of 2007 in order that some of the funds budgeted for mailed
52 ballots can be saved through voting by email.
- 53 iii) The Treasurer's Report was accepted as corrected and will be filed for audit (correction:
54 change date on page 4 to July 20)
- 55 B. Ruth reported on the status of the Merrill Lynch accounts, including the new Institutional Money
56 Market

57

58 4. *Unfinished Business*

- 59 C. The Board addressed follow-up items from the April 13, 2007 meeting (Doc 4A):
- 60 i) The Board accepted the report from the AD Hoc Committee to Review the Annual Meeting
61 Minutes (Taylor/Storck). This Committee approved these Minutes on 7/20/07.
- 62 ii) The Board accepted the recommendation of the Ad Hoc Committee on Professional
63 Education Statement: The Florida Library Association supports professional education, in
64 the form of an American Library Association accredited Masters' degree in library and
65 information services, for librarians. We believe that other higher education degrees, training
66 and experience also benefit a strong and diverse program of library services.
67 (Roberts/Colvin)
- 68 [Secretary of State Kurt Browning arrived. State Librarian Judi Ring introduced the
69 Secretary and he shared remarks. Charlie Parker presented him with a plaque for his support
70 of Florida's libraries.]
- 71 iii) The Board approved the proposed member communication strategy in Document 4A.
72 (Colvin/Roberts) It will become part of the policy section of the FLA Manual.
- 73 iv) Student Conference Registration fee – a recommendation from the Conference Committee
74 will be presented at next Board meeting.
- 75 v) Wendy Breeden was appointed and attended ALA advocacy training.
- 76 D. *Fundraising Solutions* status (Doc 4B) – Ruth O'Donnell provided an update on the FLA
77 partnership with Fundraising Solutions (FS). FS produced a bookmark that will be sent out with
78 our membership renewals.
- 79 E. Barbara Stites provided a short report regarding the FAME Cooperation Committee.
- 80 F. Lisa Manners and Ruth O'Donnell reported on the FLA/PLAN Unconference in the Panhandle
81 scheduled for August 6: 50 people have registered. PLAN donated \$500 for a speaker fee and is
82 handling online registration. Charlie thanked Bill Conniff and PLAN for their support, as well as,
83 Judi Ring for making state agency employees available to speak and attend. Charlie also thanked
84 Lisa Manners, Leader of the Management & Administration Member Group for sponsorship of
85 this event.

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- 86 G. Ruth O'Donnell requested volunteers for the Speakers Forum (NEFLIN-Hirsch; PLAN-Colvin;
87 TBLC-Ruscella; SWFLN-Stites; SEFLIN-Russo; CFLC-Taylor; FACRL-Taylor will find a
88 member to speak because the date conflicts with an FLA Board meeting.
- 89 H. Charlie Parker presented an update on his goals and reminded Liaisons to work at a local level.
- 90 I. Hillsborough County meetings – Charlie Parker discussed his recent meeting with the Director of
91 the Hillsborough County Library System regarding FLA's policy of no meetings in that county.
92 Further discussion may be held.
- 93 J. FLA Brand (Doc 4H) Ruth O'Donnell provided six options for an FLA brand. The Board
94 approved option 5: *Leadership. Advocacy. Communication.* (Stites/Colvin)

95

96 5. *New Business*

- 97 A. The Board approved the CMC contract for 2008 FLA Annual Conference (\$21,000).
98 (Hirsch/Colvin)
- 99 A1. The Board voted to accept the Annual Program Report, 2006-07 which will be made available on
100 the FLA Web site. (Doc 5A) (Roberts/Hirsch)
- 101 B. Communication Coordinator role (Doc 5B) – no action necessary because it was completed in
102 action 3.A.i.
- 103 C. CapWiz services (Doc 5C) – Lisa Manners and Lois Eannel will work with Ruth O'Donnell to
104 learn the CapWiz legislative system and set up the FLA page for this legislative alert and
105 information service the Association is receiving free for two years through ALA.
- 106 D. The President will ask the Leadership Development Committee to submit a recommendation to
107 the Board regarding their role.
- 108 E. Faye Roberts reported on the FLA/FF&B Workshops that will be held Oct 31 – Nov. 15;
109 Lawrence Webster will be teaching the workshops, and Faye and Ruth O'Donnell will also
110 present; libraries are being encouraged to send teams of staff, board members and friends. The
111 workshops will be held in Niceville, Estero, Vero Beach, Gainesville, Seminole Community
112 Library (Pinellas) and Coral Springs. FLA will be handling the registration process and the State
113 Library & Archives is providing LSTA funds for speaker fee and travel, advertising, and
114 materials production.
- 115 F. A motion failed to approve the proposed legislative platform elements in concept, adding
116 statements in support for the FAME platform and CCLA funding support, deleting the two
117 paragraphs of information [regarding the section on Library Cooperatives and the changes to F.S.
118 257.261] to the Board, and adding support of removal of the cap on Library Cooperative Grants.
119 (Hirsch/Gregory) Faye Roberts abstained.
- 120 A motion passed to approve the proposed legislative platform elements in concept, adding
121 statements in support for the FAME platform and CCLA funding support and deleting the two
122 paragraphs of information [regarding the section on Library Cooperatives and the changes to F.S.
123 257.261] (Colvin/ Taylor) Faye Roberts abstained.
- 124 The Board accepted the proposal *Tax Reform Amendment Campaign "Value of Public Libraries"*
125 including the use of Mounce funds. The proposal outlines an FLA effort to inform Floridians of
126 the value of public library service and that their local service is paid for by local taxes.
127 (Colvin/Roberts)
- 128 G. Department of State, State Library & Archives Report was presented by State Librarian, Judi
129 Ring. She reported that lobbyist Rivers Buford is working to find a Senate sponsor for a bill to

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130 parallel House Bill 21 which revises F.S. 257 regarding state aid to libraries and was filed by
131 Representative Don Davis. The Department of State has a travel freeze and must submit
132 justifications for travel, although travel on LSTA funds is not frozen. Three positions are frozen
133 and will only be filled on a case by case basis. The Division was asked to provide
134 recommendations for 10% cuts in budget there were no expense categories that had this much to
135 cut except personnel. Quarterly release of funds will also be 1% less than budgeted, except for
136 funds related to construction. LSTA grant awards were approved by the Secretary of State and
137 notifications will be released in mid-August, after the August 1 Revenue Estimating Conference.
138 The Secretary signed the LSTA recommendations. The Divisions Long-Range Strategic Plan has
139 been approved and was sent to IMLS at the federal level for approval. The Division is partnering
140 with FSU for an IMLS grant to research what part public libraries play in E-Government. DLIS
141 is in the process of developing rules for Library Cooperative Grants. Dr. Jill Kononow will be
142 taking over the SLLI in early August 6, 2007.

- 143 H. Florida Medical & Consumer Health Network – Charlie Parker reported that he is representing
144 FLA with a group that includes the State Library & Archives, FSU Medical School Library, and
145 the FSU Information Network to create a network of electronic information resources.
- 146 I. The Board approved the Membership Committee’s recommendation to re-establish the Public
147 Relations Committee and assign it responsibility for marketing FLA and Florida’s libraries.
148 (Colvin/Gregory)
- 149 J. The Board is asked to review and comment on the Intellectual Freedom Manual draft; no action
150 necessary. (Doc 5I)
- 151 K. The Executive Director presented for discussion the results of a study required in her contract,
152 *Report on Future of FLA Management* (Doc 5J). She indicated that a decision must be made at
153 the fall meeting in order to assure that her replacement will be available no later than mid-
154 summer of 2008. Brad Ward suggested that an FLA ad hoc committee be established to review
155 the document and make a recommendation by that meeting.
- 156 L. The Board approved the Awards Committee recommendation (Doc 5K) for 2008 awards: split
157 the Web Site Award into three categories (Public, Special/Academic, Children’s Services) and
158 not advertise availability of three awards (Government Official, Library Service Enhancement,
159 Corporate). (Colvin/Hirsch)

160 161 **6. Reports**

- 162 M. Dept. of State, State Library & Archives of Florida (presented earlier in the agenda)
- 163 N. Executive Director Ruth O’Donnell provided a report of progress on FLA Strategic Plan activities
164 (Doc – Strategic Plan Tracking)
- 165 O. Nominating Committee Chair, Sol Hirsch reported that the Committee includes: Helen Moeller,
166 Mary C. Brown, and Barbara Stites to select slate to fill these positions: SELA Representative (4
167 year term), 2 Directors (2 year terms), Vice-President (3 year term), ALA Councilor (3 year
168 term), and Treasurer (2 year term).
- 169 P. ALA Councilor Vicki Gregory reported that the ALA Conference theme was advocacy and
170 leadership and the primary advocacy activity this year was “Library Day on the Hill” in
171 Washington, D.C. during the ALA Conference.
- 172 Q. Board Liaison reports will be provided via email

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174 **7. Adjourn**

175 There being no further business, the meeting adjourned at 5:00 PM.

A handwritten signature in black ink, reading "Barbara J. Sites". The signature is written in a cursive style with a large, looping initial "B".

176
177 Barbara J. Sites, Secretary

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