



Florida Library Association Executive Board

August 12, 2011 Meeting Minutes

Virtual Meeting

BOARD MEMBERS PRESENT:

(VM=Voting Member)

Breeden, Wendy, Planning Committee Chair
Callahan, John J., Past President (VM)
Colvin, Gloria, President (VM)
Coppola, Gene, West Central Director (VM)
DeVille, Sarah, Board Intern
Dillinger, Susan, Treasurer (VM)
Gubbin, Barbara A.B., (VM)
Hammill, Sarah, Southeast Director (VM)
Kornblau, Alan, ALA Councilor (VM)
Jorgensen, Corinne, Florida State University Representative
Killingsworth, Elizabeth, East Central Director (VM)
Matthes, Marilyn, Southwest Director (VM)
McCarthy, Linda, Northwest Director (VM)
Obermaier, Jennifer, Board Fellow
O'Donnell, Ruth, Secretary (VM)
Ring, Judith A., Director, Division of Library & Information Services, Florida Department of State
Roberts, Faye, Executive Director
Stites, Barbara, Vice President/President Elect (VM)

BOARD MEMBERS ABSENT:

Andrews, Jim, USF Representative
Storck, Bernadette, Parliamentarian and Friends, Foundations & Boards Member Group Representative

GUESTS PRESENT:

Brand, Lana, substituting for Jim Andrews, USF Representative
Coller, Salena, Public Relations Committee Chair
Evans, Robert (FSU technical support for President Colvin)

Items for follow-up

- 1. Make needed revisions to amended 2011 budget (Susan Dillinger, Faye Roberts).**
- 2. Fill Membership Coordinator position (Faye Roberts).**
- 3. Establish new procedures for member group management. (Faye Roberts).**
- 4. Place discussion of communication with Hillsborough County Commission on the agenda of a future meeting (Gloria Colvin).**
- 5. Contact Department of State regarding availability of R.A. Gray Building space for Library Day (Faye Roberts).**
- 6. Survey Board members regarding their interests in training for the November Board meeting (Faye Roberts).**

1. President Gloria Colvin called the meeting to order at 2:00 PM.

- A. Ruth O'Donnell, Secretary established that a quorum was present.
- B. President Colvin introduced the guests.
- C. There were no changes or additions to the agenda.

2. Consent Agenda (Documents 2, 2A, 2B, 2C, 2D, 2E)

- A. Minutes of June 15, 2011 Board meeting



Florida Library Association Executive Board

August 12, 2011 Meeting Minutes

Virtual Meeting

- B. Results of E-vote on A Plan to Meet contract
- C. Lobbyist contract – Lewis, Longman & Walker
- D. Membership totals as of 6-30-11
- E. FLA Manual Revision – electronic voting

Motion: Sarah Hammill moved to approve the Consent Agenda; Corinne Jorgensen seconded

Discussion: None

Vote: Passed unanimously

Following the vote, President Colvin noted the 13.3% increase in 2011 membership over 2010 as a positive sign for the Association.

3. Treasurer's Report (Documents 3A, 3B, 3C, 3D)

Treasurer Susan Dillinger reported \$289,893.43 total funds on hand as of June 30, 2011 and a positive income of \$86,413.62. She also reported that we have to date achieved 96.7% of budgeted income and discussed some categories of expenses that are over budget as well as noting a saving in salaries.

Dillinger briefly reviewed the 2010 Audit Report, asking members to note the increase in net assets over 2009. Our reserves are above the level recommended by the auditor and the audit reported no major findings in the auditor's Management Letter. Gene Coppola asked about the status of a recommendation in the letter regarding the use of pre-numbered receipts which was carried over from the previous year's audit. Executive Director Faye Roberts explained that progress on this issue has been made but because some income is taken in by Association volunteers, compliance is difficult. She also reported that the contracted bookkeeping services used by the Association office are helping to bring us into compliance with the other recommendations in the Management Letter.

Dillinger also pointed out changes in the 2011 budget proposed by the Finance Committee (Document 3D).

Motion: Susan Dillinger moved that the amended 2011 budget be approved subject to minor revisions and that the Executive Director be authorized to move forward with hiring a Membership Coordinator. Gene Coppola seconded.

Discussion: Dillinger explained that formula errors in the Excel spreadsheet caused the minor revisions referred to in the motion.

Vote: Passed unanimously

4. Unfinished Business - None

5. New Business and Committee Reports

A. Member Groups (Documents 5A-1, 5A-2)

Executive Director Roberts reviewed Document 5A-1 and 5A-2 and her three recommendations presented in Document 5A-1. She stated that nearly 40% of groups are currently inactive, a situation which does not convey the Vibrant & Vital organization we are working towards.

Motion: Barbara Gubbin moved that the three recommendations be approved. Ruth O'Donnell seconded.

Discussion: Questions from members focused on how to help groups without leadership that are recommended to be continued and what "inactive" means. Several members commented that the proposed process should help with keeping the member group list current with the reality of what is happening in the groups. President Colvin noted that this review of member groups is an activity in the 2011-12 Strategic Plan.



Florida Library Association Executive Board

August 12, 2011 Meeting Minutes

Virtual Meeting

Vote: Passed unanimously

- B. 2012 conference rates (attendees & exhibitors; sponsors) (Documents 5B-1REV, 5B-2, 5B-3, 5B-4, 5B-5)

Executive Director Roberts discussed the proposed conference registration rates in Document 5B-1REV and reported that food and beverage costs, a major component of conference costs, have increased. She pointed out a proposed new registration category, single day registration for Friday, April 20, 2012 which was proposed because attendees will not have access to exhibits on that day. She also pointed out the more streamlined rates for exhibit booths proposed for 2012.

Roberts drew members' attention to Documents 5B-2 Sponsor Opportunities, 5G-3 Registration Rate Comparison Charts, 5B-4 Conference Committee Chair's Report, and 5B-5 Proposed Conference Schedule. She noted that the schedule is close to final although there may be a change in the time allocated to the Wednesday evening Exhibits Grand Opening and Reception.

President Colvin announced that the closing session speaker will be Kee Malesky, National Public Radio Librarian and that she is still seeking an opening session speaker. She asked for suggestions from members. The rate for single day registration on-site was discussed. Barbara Gubbin was concerned that it is too high.

Motion: Barbara Stites moved to approve the rates as recommended by the Finance Committee.

Susan Dillinger seconded

Discussion: None

Vote: Passed unanimously

- C. 2013 conference (Document 5C)

Barbara Stites, Vice-President/President Elect presented the information in Document 5C and explained efforts made by her and other FLA members to enable the Association to return for meetings and conferences to the City of Tampa in Hillsborough County while continuing to support the Gay, Lesbian, Bisexual and Transgendered (GLBT) Member Group's concern about a Hillsborough County Commission policy regarding celebrations of Gay Pride.

Motion: Barbara Stites moved to approve a motion as stated in Document 5C. Gene Coppola seconded.

Discussion: Gene Coppola asked if it will possible to present a request to the Hillsborough County Commission that they rescind their policy regarding Gay Pride celebrations. Stites responded that there are many stakeholders in this issue and all should be included in any decision to communicate directly with the Commission.

Vote: Passed unanimously

President Colvin tabled for a later meeting any discussion of communication with the Hillsborough County Commission.

- D. Reports of Board members

- Linda McCarthy reported her attendance at graduation ceremonies for the 2010-11 Florida Department of State, Division of Library & Information Services Leadership Institute. Jennifer Obermaier was the graduate who won the free FLA membership donated by the Association.
- McCarthy also reminded members of the FLA/PLAN Mini-Conference on August 19 in Niceville. Around 50 people have signed up for this free program.



Florida Library Association Executive Board

August 12, 2011 Meeting Minutes

Virtual Meeting

- President Colvin reported she has been visiting libraries and gone to five libraries so far. She will be doing more of this and encouraged other Board members do the same.
- Barbara Gubbin reported on the status of her representation on the Future of Academic Libraries task force to which she was appointed by President Colvin. She will not be on the task force because those managing it selected another person to represent public libraries. She did, however, meet with two people from the task force and has agreed to read and comment on reports one of them will be writing.

E. Nominating Committee report (Document 5E)

John Callahan, Nominating Committee Chair, presented the slate of candidates for the 2011 elections.

Vice President/ President –elect

Gladys Roberts – Polk County Library Cooperative

Julie Sieg – Marion County Public Library System

Treasurer

Craig Clark – Boynton Beach City Library

Mary Ann Hodel – Orange County Library System

Region 2

Tracy Elliott – State College of Florida

Chris Murray – West Palm Beach Public Library

Region 5

Elizabeth Curry – Florida State College of Jacksonville

Mary Brown – Union County Public Library

Region 6

Judy Rundel – LeRoy Collins Leon County Public Library

Robin Shader –Northwest Regional Library System

Executive Director Roberts announced that she expects voting to occur in October and the election will be complete by Thanksgiving. The slate of candidates was accepted by President Colvin. No vote of approval is required.

F. Legislative Committee (Document 5F)

Julie Sieg, Legislative Committee Chair reviewed Document 5F and reported that the Legislative Committee recommends that FLA honor the following leaders for their efforts during the 2011 legislative session:

Governor Scott

Lt. Governor Carroll

Secretary of State

Browning

Senate President

Haridopolis

House Speaker Cannon

Senator Alexander

Senator Gaetz

Senator Dean

Senator Montford

Senator Benaquisto

Senator Fasano

Representative Horner

Representative

Wetherford

Representative Grimsley

Representative Coley

Representative Evers

Representative Bemby

Representative Burgin

Representative Glorioso

Representative Bernard

Representative Nehr

Representative Jenne

Chris Doolin

Allen Boyd



Florida Library Association Executive Board

August 12, 2011 Meeting Minutes

Virtual Meeting

Certificates will be designed and produced by Orange County Library System courtesy of Mary Ann Hodel, Director.

Motion: Ruth O'Donnell moved that the Committee's recommended methodology and process for legislative awards and list of awardees be approved. Barbara Gubbin seconded.

Discussion - None

Vote – Pass unanimously

Sieg reported that Library Day is scheduled for January 31st in Tallahassee. The R.A. Gray Building auditorium is reserved for the day. State Librarian Judi Ring is our sponsor for that use. A nearby area on the same floor of the building will be used for refreshments. President Colvin indicated that a Board meeting will be held in Tallahassee the day before Library Day.

Sieg also reported on a Legislative Committee sub-committee working on a series of information pieces about the services and activities of libraries. The first piece will be available soon.

Following Sieg's departure from the meeting, concern over the date arose because that day is the Presidential Preference Primary. Executive Director Roberts will pursue getting the same space for another date.

G. Reports of other committees

- i. Public Relations Committee: Chair Salena Coller reported on a web site for Library Snapshot Day which should be ready by October 1. Her committee will partner with the Legislative Committee to assure that legislators receive the results of Snapshot Day.
- ii. Membership Committee: Ruth O'Donnell, Board Liaison, reported for Chair Mercedes Clement and presented the Committee's three motions.

The motions were:

- a. The Membership Committee moves that personal members joining from July 1 to December 31 of a membership year also receive membership for the next calendar year. No second needed.
Discussion: O'Donnell said Faye Roberts asked the Committee to consider this member benefit. Other members expressed support.
Vote: Passed unanimously
- b. The Membership Committee moves that Organizational Members that are libraries receive as a membership benefit a membership for each of the libraries' advisory board/group members. No second needed.
Discussion: None
Vote: Passed unanimously
- c. The Membership committee moves that a membership rate change be proposed to Association members in the elections to be held in 2011 and that the proposed change allow personal members to pay two years of membership dues at one time and receive a twenty-five percent discount on the second year dues. No second needed.
Discussion: Several members expressed concern over the twenty-five percent discount although they felt the concept is good and they appreciated the Committee's efforts to think creatively. This idea, some thought, should be reviewed when the economy is better.
Vote: 1 in favor, 10 opposed; motion did not pass



Florida Library Association Executive Board

August 12, 2011 Meeting Minutes

Virtual Meeting

H. FF&B workshops

Faye Roberts reported progress on planning the annual Friends, Foundations & Boards workshops which will be presented as webinars this fall.

I. Social Media (Documents 5I-1, 5I-2)

Faye Roberts discussed the results of her investigations into the current status of Association use of social media and pointed members to Document 5I-2, a detailed list of current use. She asked that Board members contact her if they are interested in working with her on developing a social media plan.

J. Publisher's agreement for *Florida Libraries*(Document 5J)

President Colvin reminded Board members of discussion at the last meeting about establishing an agreement to be used by the Association with authors contributing to publications. Document 5J is the proposed agreement, which outlines the rights retained by the author and those granted to FLA.

Motion: Elizabeth Killingsworth moved to approve the proposed Publication Agreement. Sarah Hammill seconded.

Discussion: None

Vote: Passed unanimously

K. Board training topics (Document 5K)

Faye Roberts indicated she will electronically poll Board members to identify which of the training topics listed in Document 5K are of interest for a training session at the November meeting.

L. Viva 500 update

Jennifer Obermaier, Board Fellow, is representative to Viva Florida 500, a group planning the celebration of Florida's 500th Anniversary in 2013. She participated in a teleconference where she learned about the plans of various partners and after reporting on some of those plans, raised the question of what FLA will do. President Colvin said she will appoint a small group to work with Obermaier to develop recommendations for Board consideration and asked that members inform her of their interest in participating or of suggestions of FLA members who would be appropriate.

6. Other Reports

A. State Librarian's update

Judi Ring provided further information on the Viva Florida initiative, which the Department of State is leading. She directed members to www.fla500.org for additional information. Ring also reported that the Division of Libraries and Information Services is preparing its 2012-13 budget request for the Department Secretary. The Department will be proposing two statutory changes to the Governor's Office: 1) An update of the state and federal documents program; and 2) Changing publication of the *Florida Administrative Weekly* to a daily. Other news was that two sections within the Division, Archives and the State Library have been consolidated on the second floor of the R.A. Gray Building. In closing, Ring indicated that Lieutenant Governor Jennifer Carroll is interested in speaking to groups around the state and that FLA may want to consider her as a speaker for the conference. Mrs. Scott, the Governor's wife, who is interested in reading and family literacy might also be available. She is a strong advocate for libraries.



Florida Library Association Executive Board

August 12, 2011 Meeting Minutes

Virtual Meeting

B. ALA Councilor

Alan Kornblau said there were no actions at the ALA conference requiring the Board's attention. Corinne Jorgensen mentioned a presentation made to the ALA Council by the Future Perfect Presidential Task Force. The Task Force recommended administrative changes at ALA, one of which would take voting on ALA issues directly to members and away from the Council.

C. Board Liaisons

- Library Personnel Recruitment: Marilyn Matthes reported this committee is planning a program for the 2012 conference.
- Academic Member Group/FACRL: Elizabeth Killingsworth provided the dates of the group's workshop at Embry Riddle in Daytona Beach – October 20 and 21.
- Barbara Gubbin reported that the Standards Committee will begin its work later in the year and that Faye Roberts is working closely with the Friends, Foundations & Boards Member Group on plans for their fall workshops
- Gene Coppola reported that the Leadership Development Committee is proposing to do the Voices project again, that it may partner with the CE Committee on conference roundtables program, and is thinking about doing a one-book, one-state program in partnership with other committees.

D. Executive Director's Report (Document 6D)

Faye Roberts had nothing further to add to her written report.

7. Announcements

Sara DeVille, Board Intern, is working with Barbara Stites and some FACRL members on a white paper about academic library services that will be part of the series of documents discussed in the Legislative Committee report.

Faye Roberts announced that Bernadette Storck, volunteer FLA Archivist is giving up this position and is seeking someone to take it over. Roberts asked that members send any suggestions of FLA members who might be interested and who live in the Tampa area to her.

8. Member Comments – None

At 2:25 PM the audio portion of the meeting was lost. President Colvin continued the meeting using the chat function.

Adjournment

There being no further business, President Gloria Colvin adjourned the meeting at 4:29 PM.

Respectfully Submitted,

A handwritten signature in cursive script that reads "Ruth O'Donnell".

Ruth O'Donnell, Secretary