



FLORIDA LIBRARY ASSOCIATION BOARD MEETING  
EXECUTIVE BOARD MEETING MINUTES  
Cagan Crossings Community Library, Clermont, FL  
February 5, 2010

**BOARD MEMBERS PRESENT:**

(VM=Voting Member)

Wendy Breeden, President (VM)  
John J. Callahan, Vice-President (VM)  
Alan Kornblau, Treasurer (VM)\*  
Gladys Roberts, Secretary (VM)  
Mercedes Clement, Past President (VM)\*  
Barbara A.B. Gubbin, Director (VM)\*  
Carol Russo, Director (VM)  
Corinne Jorgensen, ALA Councilor (VM) and FSU Representative\*  
Cynthia Kisby, Director (VM)  
Linda McCarthy, Director (VM)  
Debra Sears, SELA Representative (VM)\*  
Katrina Evans, Board Fellow\*  
Faye Roberts, Executive Director  
Dr. Jim Andrews, USF Representative\*  
Jared Hoppenfeld, Board Intern\*

**BOARD MEMBERS ABSENT:**

Sarabeth Kalajian, Director (VM)  
Bernadette Storck, FLA Parliamentarian and FF & B Member Group Representative

**GUESTS PRESENT:**

Charlie Parker – Legislative Committee Chair (afternoon)  
John Van Berkel – Planning Committee Chair  
Gloria Colvin\*  
Mary Brown – Membership Chair\*  
Lisa Manners  
Charles Mayberry\*  
Danny McCullough – Lake County IT Technician

\*via web

**Follow-Up Items from February 5, 2010 Board Meeting**

1. Geographic Representation of Directors (tabled at this meeting)
2. Member Group Recommendations (for summer meeting)
3. Task Force meet to address communications
4. Select new Florida Libraries editor by May or June
5. Advertising in Publications (tabled at this meeting)
6. Financial report in fall 2010 issue of Florida Libraries
7. John Callahan to use Doodle to develop meeting schedule

**1. Quorum and Agenda Review**

President Wendy Breeden called the meeting to order at 10:25 AM and Secretary Gladys Roberts established that there was a quorum. Wendy Breeden noted the guests present.

#### Housekeeping – Onsite and Online

Faye Roberts gave guidelines for how to participate electronically in the meeting and thanked Charles Mayberry from SEFLIN and Danny McCullough from Lake County for his help. There was no sound available for online participants for the first portion of the meeting. Roberts noted that any items we were unable to cover at this meeting would go onto an agenda for a conference call meeting. Motions made will be typed and read back by the Secretary.

#### Additions/Amendments to Agenda

1. Additional Report – ALA Councilor's Report
2. Announcements – Next meeting date
3. Awards Committee putting as first thing under new business

John Callahan, moved approval for the agenda, Carol Russo seconded. Motion carried.

#### **2. Consent Agenda**

Consent Agenda consisted of the minutes of the October 23, 2009 meeting (posted on website and Document 2A), Presidential appointments (Doc 2B), and the Webmaster Contract (Doc 2C). A correction was made to the minutes. The date of the next meeting is March 12, not March 19. Corrine Jorgensen moved approval for the Consent Agenda with the minutes as amended, Cynthia Kisby seconded. Motion carried.

#### **3. Treasurer's Report**

- A. Treasurer Alan Kornblau presented the 2009 Profit and Loss Report (Doc 3A). Although a shortfall was anticipated at the last meeting, it did not happen. The Merrill Lynch Accounts have been closed. We ended up in the black for 2009. We are making money with the Bank of America accounts.
- B. Treasurer, Alan Kornblau presented the Treasurer's Report (Doc 3B). We are switching over to the non-profit version of Quick Books. Wendy Breeden announced that the Treasurer's Report is accepted and will be filed for audit.
- C. Alan then discussed the 2009 Audit. The audit will begin near the end of February and will probably not be complete before the conference.

#### **4. Unfinished Business**

- A. *None*

#### **5. New Business and Committee Reports**

##### Awards Committee

Lisa Manners reported on the nominations and awards process. Some issues arose during the process that the committee asked Manners to bring to the board, along with their recommendations. Following discussion Committee Liaison Carol Russo moved to take each recommendation as a separate line item. First recommendation: Membership should not be required for those making the nomination. Motion passed with two "nays."

Second recommendation that membership should not be required for those receiving an award. Motion carried.

Third motion that disclaimer "this award will not be given if in the judgment of the committee there is not sufficient evidence of outstanding accomplishment" be placed in all categories (it is currently in approximately half). Motion carried.

Fourth recommendation that a special award category be added, that the recipient be selected and awarded by the Board, that Committee and member groups make suggestions, and that it need not be awarded every year. ED pointed out that the Board likely has the authority to do this anyway and therefore adding this category may not be necessary. During discussion it was suggested that the special award be a one-time thing. The fourth recommendation was withdrawn. Gladys Roberts moved that we give special recognition to Charlie Parker, Lisa Manners, Faye Roberts and Mercedes Clement for their extraordinary efforts last year above and beyond to save State Aid. Cynthia Kisby seconded. Motion carried.

A. *Report of Board Resignations and updated Board List*

President Breeden informed the Board of the resignation of Harold George (Doc 5A1), and Pam Grigg (Doc 5A2); and of her appointments to fill the vacancies, Barbara A.B. Gubbin and Linda McCarthy. Breeden then presented the Board with an updated list of Board members (Doc 5A3). Jared Hoppenfeld's new contact information will be corrected and resent.

B. *Geographic Representation of Directors - Tabled*  
(Presenter unable to attend.)

C. *Strategic Plan 2010-2011*

Planning Committee Chair, John Van Berkel, presented his committee's draft strategic plan for 2010-2011 (Doc 5C1). Highlights included giving a title to each of the Goals, changes to Goal 2 A, Recruitment and Retention; Goal 3B, Scholarship Opportunities; Goal 6 Intellectual Freedom and Privacy; Goal 7 A, Organizational Sustainability and Accountability management structure; and Goal 9 Technology. Included in the information were comments by ED and President on draft (that were already included in the draft as presented) (Doc 5C2). John Callahan moved to adopt the Strategic Plan as presented/amended. Following discussion of the possibility of creating a companion document of a long-range plan the motion carried.

D. *Member Group Recommendations*

Planning Chair Van Berkel advised the Board of the Committee's recommendations following their review of Member Groups (Doc 5D). The Committee also recommended wording changes to the manual under Member Groups regarding meetings and forming new groups. Linda McCarthy moved that we accept the recommendations of the Planning Committee regarding Member Groups. Motion carried. The Committee recommends that the Membership Committee look at the Public Library group with reference to the continuation of the group or the splitting of the group into smaller groups. The Planning Committee felt it was not a question they could address. Currently there is a provision in Section 4 of the manual that if a member group does not have a leader within two weeks after conference it can be disbanded by the Board. During discussion it was noted that a "Public Library Member Group" is too large and that factor is likely why the group has not been active. John Callahan recommended that we follow the strategies in accordance with the manual and look at all Member Groups without leaders following two weeks after the conference. This will be readdressed at the summer meeting.

Recessed for lunch at 11:45, Resumed at 12:25  
Re-established that we still had a quorum.

E. *Communications, External and Internal*

Executive Director, Faye Roberts, led the Board in a discussion of the need for the Task Force (appointed by President Breeden at the October meeting) to examine various external and internal communication methods with the goal of formulating strategies that will increase effectiveness (Doc 5E). That Task Force will be asked to address these issues.

F. *Florida Libraries Editor*

Gloria Colvin advised the Board that she will no longer be able to act as *Florida Libraries* editor (Doc 5F). Colvin is drafting a job description that will be advertised to the FLA members. Faye Roberts, Linda McCarthy, Jim Andrews, Corinne Jorgensen, Gloria Colvin and Cynthia Kisby will review applications as they come in. Colvin asked that a selection be made by May or June so she can work with them on the fall issue.

G. *Advertising in Publications – Tabled*  
(Presenter unable to attend.)

H. *Sustainability and Continuation of Operations*

ED broached the topic of sustainability and Continuation of Operations. Currently the auditor has recommended having reserves of 40%; as a small organization if anything sudden happened to the ED the

organization would have difficulties. ED then led the Board in a discussion of nonprofit fundraising trends in 2009 and presented the challenges and opportunities that non-profits are faced with in today's economic climate (Doc 5H). Without a full time ED the organization would not be able to function at its current level, but that position is the single highest line item expense. We currently have no way to recoup revenues if we have a bad conference year or bad membership year. An endowment could be a possibility for the future. Discussions mentioned that if a long-range plan is formulated the sustainability issue should be made a component of it; or that instead of it being addressed through a long range plan instead it should be addressed as a budget issue. President Breeden posed the question that we may need to be certain our membership understands the financial responsibilities of the organization and of putting on a conference. Suggestion was made to include a financial report in the fall issue of 2010 Florida Libraries.

*I. Board Meeting Schedule 2010 - 2011*

Vice President/President Elect John Callahan presented the Board with options for meeting methods, dates, and locations in the upcoming year (Doc 5I). One option is to keep current model of four meetings a year. Another option is to have one face to face meeting at conference with multiple shorter online meetings throughout the year. John will use Doodle to develop a schedule to send out to Board members. A straw poll was taken on one face to face meeting at conference with four to five shorter online meetings (of two hours or less) and the consensus was to try this.

*J. Office Space Options*

ED presented options available to the Association for office space in 2010-2011 (Doc 5J). Options include relocating to the Florida Gateway College or staying at the present location with a reduced lease. John Callahan moved and Mercedes Clement seconded that Treasurer Alan Kornblau be authorized to sign a new lease with Daniel Crapps at a rate of \$4,800/year. Motion carried. Past President Mercedes Clement commended ED for her negotiation skills.

*K. Snapshot – Day in Florida Libraries*

ED outlined a project that Incoming PR Committee Chair Anne Haywood has been asked to consider - ALA's Snapshot in a Day. This is a PR project that has potential benefits for library advocacy (Doc 5K).

*L. Whistleblower Policy*

ED shared wording from ALA and other organizations that is recommended for inclusion in non-profit manuals concerning whistle-blowing (Doc 5L). Corinne moved and Linda McCarthy seconded that the FLA manual be amended to include a Whistleblower Policy statement and that the policy be communicated to all FLA staff. Motion seconded.

*M. Membership Reports*

ED gave the Board a membership report comparing memberships in 07-08, 08-09 and 09-10 to date (Doc 5M1). She also included a breakdown of organizational memberships (Doc 5M2) and free memberships (Doc 5M3). Membership was down in all categories from 08 to 09. To date for 2010 we are down considerably in personal and organizational members. The Board discussed the practice of offering free memberships. Looking at the past three years, the majority of members receiving free memberships are not renewing the following year. John Callahan moved that we discontinue free membership for professionals new to Florida effective with the 2011 membership year. Cynthia Kisby seconded. Motion carried. Cynthia Kisby moved that free membership for recent graduates be eliminated and that the student rate of \$25 be extended to new graduates for one additional year. Corinne Jorgensen seconded. Motion carried.

*N. Membership Committee Report*

Committee Chair Mary Brown shared the results of the Committee's bookmark contest with the Board including the winning entry (Doc 5N1, 5N2) and the runners up (Doc 5N3, 5N4). The committee was very excited to have 28 entries in the contest and the partnership with the PR committee went well.

*O. 2010 Conference*

ED presented the Board with a report on the status of the 2010 conference as of February 1, 2010 (Doc 5O). At end of business on Monday, February 1 there were 272 attendee registrations and 33 exhibitors. All Board members are encouraged to ask their vendors to consider becoming an exhibitor or sponsor. Meeting room space is limited, but we are already at 74% of our hotel room commitment and if we reach

80% we do not have to pay for meeting room space. There were 42 entries for the poster session and the committee is in the process of narrowing it down. The Technology Petting Zoo is bringing in a multitude of new technologies that will be displayed Friday morning. Board Members were reminded that they need to be involved with events at the conference as the leaders of the organization.

*P. 2011 Conference*

ED led the Board in a discussion of ideas for the 2011 Conference. President Elect John Callahan has decided on Orlando as a location. The last week in both April and May is available at the Doubletree (where conference was held last year). We could also send a request to the Orange County Convention Center and solicit quotes. Other hotel possibilities were discussed. It is anticipated that we will need to do an RFP for conference management.

*Q. Intellectual Freedom Committee Report (not received)*

(Presenter unable to attend.)

*R. Library Personnel Recruitment Committee Report*

Committee Chair Colleen Thornburn sent the Board an update on the activities of the Library Personnel Committee (Doc 5R). They are working on a Twittering event and will work to assist with Twittering at the Conference.

*S. HR Committee Report on ED Performance Appraisal*

Committee Chair Mercedes Clement discussed Executive Director Faye Roberts' 2009 Performance Appraisal. The Board gave Faye a round of applause for her outstanding job performance.

*T. ALA President's Award sponsored by ALTAFF/Letter from Secretary Browning*

President Wendy Breeden shared the letter from ALA announcing FLA as the winner of the first ever President's Award for Advocacy (Doc 5T1) and a congratulatory letter from Secretary of State Kurt Browning (Doc 5T2).

*U. Legislative Committee Report*

Committee Chair Charlie Parker updated the Board on the activities of the Legislative Committee. Highlights included that the Governor's Budget currently includes no Construction Grant funding, CLIC funding or MLC funding. State Aid is included in the Governor's Budget at the \$21.2 million (Maintenance of Effort for LSTA). The Department of State SunSet Review appears to be going well. A meeting attended by some Committee members in January was very positive. The MLC's lobbyist will be working to try to re-establish MLC funding in the State Budget. We have been told on good authority that there will be a budget proposal during the process with a significant state-aid cut and we need to be prepared to advocate against the cut when it comes. We also need to be prepared to come up with a counter proposal should we find ourselves in a place where there is no State Aid funding. The Committee suggests that the Board prepare itself to respond to various funding scenarios with very fast turn-around times. It is suggested that we be prepared to prioritize areas of library services to fund.

*V. Library Legislative Day Update*

Charlie Parker apprised the Board of the arrangements and status of this year's Library Legislative Day. Webinars will be held on Tuesday and Thursday (February 9 and 11). This is in lieu of the morning orientations that have previously been held. There will be a "participate electronically" feature launched on Monday. All of the orientation "packet" content will be on the web. An issue orientation will also be provided "on demand" when picking up their packets at the Capital.

*W. Lawsuit Intervention Update*

Legislative Chair Parker briefed the Board on the most recent developments in the LSSI lawsuit. The Administrative Law Judge found that LSSI's suit lacked standing. LSSI can appeal. FLA's participation was widely noted and had a large impact. The Committee also wants to thank the Department of State for taking the suit seriously and spending time and money fighting it.

*X. Library Joint Planning/Section 81 Update*

Charlie Parker summarized the results of the recent state Library Joint Planning/Section 81 study and recommendations. An executive summary is available online. As a result of the study the Governor's

Budget calls for the combining of CCLA and FCLA's computers and the placement of them at the North West Data Center in Tallahassee. The Committee recommends that we wait to see how the Community College and University Libraries respond and then coordinate what we do with them. The Committee also suggests that we support the findings of the study for the need to do more study.

*Y. Broadband Technologies Opportunity Program (BTOP)*

President Breeden announced that the State's BTOP grant was not funded and shared a letter from State Librarian Judy Ring (Doc 5Y). Charlie Parker commented that the State Library put together an excellent proposal. There was no explanation provided to the State as to why the proposal was not funded. Requests exceeded available dollars at a ratio of around 10 to 1.

*Z. Librarians in Jobs Bill*

Libraries are currently not included in the Federal Jobs Bill. There is currently a push to include Librarians in the section for Teachers jobs.

*AA. Other Committee Reports*

**6. Other Reports**

*A. State Librarian's Update – (Judi Ring unable to attend)*

*B. ALA Councilor –*

Corinne Jorgensen presented the Board with a written report (Doc 6B) highlighting the ALA Conference in July 2009 and another on MidWinter (Doc 6B2). Corinne summarized her report by saying that FLA has quite a presence at Council and ALA with a lot of comments about what FLA had done for libraries in terms of advocacy.

*C. SELA Representative –*

Debra Sears reported that SELA has very little going on. The main activity is the planning process for a joint conference with Arkansas Library Association in Little Rock, September 28, 2010. SELA has confirmed plans for a joint conference with Georgia Library Association in 2012.

*D. Board Liaisons (including assigned Committees and Member Groups) –*

None.

*E. Executive Director's Report*

Faye Roberts presented her report (Doc 6E). Highlights included the FF & B workshops, which had a total attendance of 180 and generated a lot of excitement and coordinating the recent election.

**Announcements**

Next meeting will be March 12, 2010 from 2:00 to 4:00 PM. It will be online using SEFLIN connect. Free conference call will be set-up as a back-up.

**Member Comments**

None.

**Adjourn**

There being no further business, the meeting adjourned at 3:45 PM.

Respectfully Submitted,

Gladys F. Roberts  
Secretary