



## Florida Library Association Executive Board

November 7, 2011 Meeting Minutes

University of Central Florida, Orlando, Florida

### BOARD MEMBERS PRESENT:

(VM=Voting Member)

Andrews, Jim, USF Representative  
Breedon, Wendy, Planning Committee Chair  
Callahan, John J., Past President (VM)  
Colvin, Gloria, President (VM)  
Coppola, Gene, Region 4 Director (VM)  
DeVillie, Sarah, Board Intern  
Dillinger, Susan, Treasurer (VM)  
Gubbin, Barbara A.B., Region 5 Director (VM)  
Hammill, Sarah, Region 1 Director (VM)  
Jorgensen, Corinne, Florida State University Representative  
Killingsworth, Elizabeth, Region 3 Director (VM)  
Matthes, Marilyn, Southwest 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)  
Storck, Bernadette, Parliamentarian and Friends, Foundations & Boards Member Group Representative

### BOARD MEMBERS ABSENT:

Kornblau, Alan, ALA Councilor (VM)  
McCarthy, Linda, Region 6 Director (VM)  
Matthes, Marilyn, Region 2 Director (VM)  
Ring, Judith A., Director, Division of Library & Information Services, Florida Department of State

### GUESTS PRESENT:

Barb Lussier, FLA Membership Coordinator

### Items for follow-up

1. Discussion of moving the conference to the fall will be continued at the January 31, 2012 Board meeting.
2. Ask the Standards Committee to add the FLA statement on privatization of libraries to the FLA Public Library Standards & Guidelines.
3. All Board members watch the recorded training on legal issues for non-profit organizations.

### 1. Quorum and Agenda Review

- A. President Gloria Colvin called the meeting to order at 10:00 AM.
- B. Ruth O'Donnell, Secretary established that a quorum was present.
- C. President Colvin introduced Meg Scharf, Associate Director for Public Services, USF Library who welcomed the Board to the library and campus.
- D. Board members introduced themselves and Faye Roberts, Executive Director introduced new FLA staff member Barb Lussier, our Membership Coordinator.
- E. President Colvin called for additions or changes to the agenda. There were none.



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#### 2. Consent Agenda (Documents 2, 2A, 2B, 2C)

- A. Minutes of August 12, 2011 Board meeting
- B. Confirmation of E-vote completed 9-23-11
- C. Membership totals as of 10-31-11

Motion: Susan Dillinger moved to approve the Consent Agenda; Barbara Gubbin seconded.  
Discussion: Faye Roberts reviewed the statistics in the Membership Report and explained the modified format used this time. Gloria Colvin corrected the statement in the minutes regarding when the audio portion of the last meeting was lost. It should be 4:25 PM, not 2:25 PM.

Vote: Passed unanimously

#### 3. Treasurer's Report (Documents 3A-1, 3A-2)

Treasurer Susan Dillinger reported the Association has \$264,530.60 on hand and that income is more than expenditures so far in 2011. She reviewed documents 3A-1 and 3A-2, noting that in 3A-2, Profit & Loss 2011, membership income and conference income are more than budgeted. Total income is less than budgeted but that is offset by expenses less than budgeted. President Colvin noted that the financial reports will be filed for audit.

#### 4. Unfinished Business - None

#### 5. New Business and Committee Reports

##### A. 2012 Conference program and schedule (Documents 5A-1, 5A-2)

Barbara Gubbin asked that the Opening General Session be split into two entries in the program in order that people see they can arrive late if needed and still hear the keynote speech. Gene Coppola suggested that two technology programs could be repeated if space is available.

Motion: Ruth O'Donnell moved, on behalf of the Conference Committee, that the Board approve the conference program; **????** seconded.

Discussion: None

Vote: Passed unanimously

Faye Roberts, Executive Director, reviewed the proposed conference budget.

Motion: Susan Dillinger moved, on behalf of the Finance Committee, that the Board approve the conference budget; Sarah Hammill seconded.

Discussion: Several members asked questions regarding various budget items which were responded to by Faye Roberts and Ruth O'Donnell in her role as FLA Conference Coordinator.

Vote: Passed unanimously

##### B. 2012 FLA budget (Document 5B)

Motion: Susan Dillinger moved that the Board approve the 2012 budget; Barbara Stites seconded.

Discussion: Several questions were raised and answered. Faye Roberts pointed out some of reductions in budgeted income and expenses compared to last year.

Vote: Passed unanimously

##### C. 2013 conference venue (Document 5C-1, 5C-2)

Faye Roberts reported on responses to a Request for Proposals (RFP) for a 2013 conference meeting hotel that was sent to hotels in Tampa, Orlando, Kissimmee & Daytona Beach, as shown on Document 5C-2, Summary of Proposals Received.



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Members suggested sending the RFP to Innisbrook, located in Palm Harbor (Pinellas County) because they offered a competitive rate for the 2012 conference. There was general discussion of member interest in meeting somewhere other than the Orlando area, possible change to the days of the week on which conference is held, and a possible move to the fall to get better rates in the off-season. The consensus of the group was to hold the 2013 conference on the west coast if it is financially feasible for both FLA and attendees but to also check again with the hotel in Daytona Beach that responded to the RFP. Discussion of moving the conference to the fall will be continued at the February 1, 2012 Board meeting.

#### D. Lobbying and FLA's tax exempt status (Document 5D)

President Colvin described the situation that brought this issue to the Board. The Osceola County Board of County Commission is considering contracting with LSSI, a for-profit company, to operate the county public library. This situation raises the question of the Association's role in advocating for libraries at the local level and lobbying local governments about specific legislation.

Faye Roberts reviewed Document 5D, Lobbying and FLA's Tax Exempt Status. The three issues to consider are:

1. What risks does FLA face if we do more lobbying and change the nature of our lobbying activity?
2. Should FLA make 501(h) election and begin tracking expenditures for lobbying?
3. In what types of lobbying activities should FLA engage?

Motion: Ruth O'Donnell moved that the Association continue as we are and not elect 501(h) status; Barbara Gubbin seconded.

Discussion: There was general discussion of how much we spend now for lobbying expenses and what would happen if we elected 501(h) in terms of tracking of staff and volunteer time. Whether or not the Association should lobby at the local level was also discussed. Bernadette Storck and others provided examples of when FLA had done that in the past although some members felt the examples were education, not lobbying. Barbara Gubbin noted that the American Library Association provides excellent assistance to libraries related to censorship. Several members who are library directors indicated they prefer to use ALA services for this need. Barbara Stites reminded the Board that defending your own interest is not lobbying.

Ruth O'Donnell amended her motion to read that the Association continue as we are, not elect 501(h) status and not engage in lobbying at the local level. Barbara Gubbin seconded.

Vote: Passed unanimously

#### E. Update to Privatization Statement (Document 5E)

President Colvin said that since the original FLA Privatization Statement was passed twelve years ago in 1999, she is asking the Board to reaffirm it.

Motion: John Callahan moved that the board reaffirm the FLA Privatization Statement as written in Document 5E with an additional change of the word public to publicly; Gene Coppola seconded.

Discussion: It was suggested that the Standards Committee be asked to add the statement to the FLA Public Library Standards & Guidelines.

Vote: Passed unanimously



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F. 2012 Legislative Platform (Document 5F)

Faye Roberts reported for Legislative Committee Chair Julie Sieg who could not be at the meeting. She reviewed all the platform components, noting that the statements about privatization and special tax districts are new this year.

Motion: Barbara Gubbin moved that the Board adopt the 2012 Legislative Platform; John Callahan seconded.

Discussion: None

Vote: Passed unanimously

John Callahan noted that the percentages of state funding awarded to the five remaining Multi-type library cooperatives are no longer equal, as they were when there were six such organizations in the state. He said the Multi-Type Library Grant rule, with revisions currently open for comment, contains the new percentages.

G. Library Day 2012 & Honor Roll (Document 5G-1, 5G-2)

Gloria Colvin announced that Library Day 2012 is February 1. Faye Roberts reviewed the day's schedule, noting that there will not be an evening reception this year. That event will be replaced by a continental breakfast and legislative briefing at the R.A. Gray Building. She also noted that the Friends, Foundations & Boards Member Group is not holding an Idea Exchange this year.

Roberts also mentioned the Honor Roll 2012 fundraising effort associated with Library Day.

Mary Brown, Pinellas Public Library Cooperative is handling the fundraiser this year. President Colvin encouraged Board members to take a leadership role by contributing.

H. Topics for future Board training (Document 5H)

Faye Roberts reviewed the results of a poll of Board members.

I. Options for future online meetings

Faye Roberts discussed the problems experienced at some of our virtual meetings this year and noted that using SEFLIN Connect seems to be a problem for a group our size. She is seeking another method. Barbara Stites said she has access to Adobe Connect hosted in the cloud and that would probably work better. She suggested we try that service for our December meeting but noted that it would not be a long term solution.

J. Member group operations and communications (Document 5J)

Peter Jorgensen, Director of Academic & Research Technologies for the Florida State University College of Communication & Information addressed the Board about email lists his institution can provide free of charge. Each list has to have at least one list administrator assigned and each would have a separate address. Faye Roberts reminded the board that the Tampa Bay Library Consortium hosted these lists in the past but stopped doing so about a year ago. The offer from FSU, which already hosts the FLA web site and general email list, is a solution to that loss. She will contact member group leaders to get lists set up.

Document 5J, an updated version of a document about the Association's use of social media, was also discussed by Faye Roberts. She has a concern about whether or not use of FLA's social media requires membership and asked for assistance in working on next steps for managing these services. Corinne Jorgensen, Gloria Colvin, Susan Dillinger, and Sarah Hammill volunteered. A report will be provided in future.



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- K. FF&B workshops – report (Document s 5K-1, 5K-2, 5K-3)  
Faye Roberts reported on six Friends, Foundations & Boards Member Group workshops on legal issues for non-profits in video format shown around the state. A law librarian was on-site at each location to respond to questions. A Frequently Asked Questions document now available on the FLA web site was developed from some of the questions. The workshops were very well received as indicated by evaluations. Rebecca Trammell, Stetson University College of Law Library developed the workshops. She, along with Robert Brammer and Whitney Curtis also of the Stetson law Library presented at the workshops. They were thanked for their excellent work. A board member or the Executive director was present at all workshops and several members commented on the high quality of the workshops. Elizabeth Killingsworth asked if there can be a means for people to ask more questions; Faye Roberts will discuss with Rebecca Trammell. It was suggested that the recording, available on the FLA web site, should be watched by all Board members.
- L. Reports of other committees
- a. Written reports
    - i. Scholarship; Caroline Reed is the new Chair
    - ii. Continuing Education
    - iii. Conference
    - iv. Public Relations
  - b. Oral
    - i. Planning Committee – Wendy Breeden reported the committee wants to do a SWOT exercise with the Board at the February 1, 2012 meeting
    - ii. Library Standards – Barbara Gubbin has not been able to contact the Chair since the last Board meeting
    - iii. Membership – Ruth O’Donnell reported they are meeting monthly and will be doing a survey members who work in academic libraries to determine their awareness of FLA benefits. They have completed several tasks on their annual plan
    - iv. Leadership Development Committee – Gene Coppola reported the Committee presented a program at Clearwater Main Library Where Ian Woodall provided an inspirational program, The Tao of Everest. The Committee will be recording Leadership Voices videos and presenting a One Book, One State program at the conference. Coppola said they are experimenting with Skype as a meeting platform.
    - v. Awards – Faye Roberts reported the Committee is just getting started. The deadline for award nominations is February 1, 2012.
    - vi. Human Resources – Barbara Stites reminded Board members to send her comments for the Executive Director’s annual evaluation

Bernadette Storck asked that submissions of reports be dated for purposes of archiving.

M. Reports of Board members

Two Board members spoke about FLA at gatherings of librarians: Barbara Stites at the FCLA Conference and Barbara Gubbin at the NEFLIN annual meeting. Gene Coppola will be speaking in February at the Suncoast Information Specialists Association. Coppola noted that he is working with the leader of the Management & Administration Member Group regarding a direction for the group. Faye Roberts reported that the Friends, Foundation & Boards Member Group was having difficulty finding someone to handle their awards but someone is now in place. She also said that Lincoln Financial Foundation, the workplace of Deborah Hohler, Chair of the group, donated \$500 to FLA which will be used by the FF&B group.



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N. Libraries and elections – campaign proposal (Document 5N)

President Colvin introduced a proposal on behalf of Linda McCarthy who was not able to be at the meeting.

Motion: Susan Dillinger moved that the Board adopt the proposal; Sarah Hammill seconded.

Discussion: Members discussed the proposal and noted two corrections/additions (city halls can also register people to vote and libraries are required by law to offer information on registering). John Callahan noted that nothing that is not a government publication can be distributed at his library; other library directors present said they do not have that restriction. Susan Dillinger suggested that a theme about voting that ALA had several years ago might offer some graphics that could be used. Ruth O'Donnell mentioned that McCarthy has a concern about getting students informed about the changes in election law from the last Legislative session.

Vote: Passed unanimously

Faye Roberts asked for volunteers for an ad hoc committee to work with McCarthy on this project. Ruth O'Donnell, Barbara Gubbin, and Barbara Stites volunteered.

O. Spectrum Scholarships (Document 5O)

President Colvin described a Gates Foundation challenge to ALA to raise funds for ALA's Spectrum Scholarships. Faye Roberts reported that \$250 is available if the Board wants to donate because the amount invoiced to the Freedom to Read Foundation was half of what was budgeted.

Motion: John Callahan moved that Board approve donation of \$250 to the ALA Spectrum Scholarship Fund; Elizabeth Killingsworth seconded.

Discussion: Barbara Gubbin asked if individual FLA members can contribute to this scholarship fund. Faye Roberts said she can announce the opportunity to donate to members and that if anyone wants to contribute they can do so through FLA. Corinne Jorgensen said ALA has suggestions for Spectrum Scholarship fundraising and that Roberts could also make members aware of those methods.

Vote: Passed unanimously

P. 2011 Election and Teller Committee

President Colvin announced that the FLA elections close on November 16 and that she is appointing a Teller Committee to certify the vote.

Q. Viva 500 update

Jennifer Obermaier gave an update of planning to date. She has some volunteers who will be working with her on what FLA can do to participate in this statewide celebration being planned for 2013.

## 6. Other Reports

A. State Librarian's update – None

B. ALA Councilor – Alan Kornblau was unable to attend but provided a written report from the ALA Executive Director to the Council and Board.

C. Board Liaisons – None other than reports already made



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

Faye Roberts had nothing further to add to her report but noted that the addition of Barb Lussier to the FLA staff is a very important step. Several members asked about how FLA can learn from other state associations and Roberts responded that she meets with other executive directors at ALA and is on an active email list of this group. She is able to access their assistance and expertise quite readily and often does so.

**7. Announcements**

Sarah DeVille announced that a group from FACRL (also known as the FLA Academic Libraries Member Group) is working on a document about the value of academic libraries. They have had some assistance and directions from the Legislative Committee.

President Colvin announced the next Board meeting will be held virtually on December 9, 2011, 2:00 – 4:00 PM. There will be a face-to-face meeting in Tallahassee on the afternoon of January 31, 2012, the day before Library Day. She invited Board members to her home for a social gathering and dinner on the evening of the 31<sup>st</sup>.

**8. Member Comments – None**

**Adjournment**

There being no further business, President Gloria Colvin adjourned the meeting at 2:22 PM.

Respectfully Submitted,

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

Ruth O'Donnell, Secretary