



FLORIDA LIBRARY ASSOCIATION BOARD MEETING
EXECUTIVE BOARD MEETING MINUTES

Online Meeting
March 26, 2010

BOARD MEMBERS PRESENT:

(VM=Voting Member)

Wendy Breeden, President (VM)*

John J. Callahan, Vice-President (VM)*

Mercedes Clement, Past President (VM)*

Carol Russo, Director (VM)*

Corinne Jorgensen, ALA councilor (VM) and FSU Representative*

Cynthia Kisby, Director (VM), acting as Secretary Pro Tem*

Linda McCarthy, Director (VM)*

Katrina Evans, Board Fellow*

Faye Roberts, Executive Director*

Jared Hoppenfeld, Board Intern*

Dr. Jim Andrews, USF Representative*

Judith A Ring, Director State Library and Archives of Florida (by phone)

Charles Mayberry – FLA Technical Advisor*

BOARD MEMBERS ABSENT:

Gladys Roberts, Secretary (VM)

Alan Kornblau, Treasurer (VM)

Barbara A.B. Gubbin, Director (VM)

Sarabeth Kalajian, Director (VM)

Debra Sears, SELA Representative (VM)

Bernadette Storck, FLA Parliamentarian and FF & B Member Group Representative

GUESTS PRESENT:

Charlie Parker – Legislative Committee Chair (2:45 PM)*

Gloria Colvin*

Susan Dillinger*

*via web

Follow-Up Items from March 26, 2010 Board Meeting

1. Geographic Representation of Directors (Tabled at this meeting)
2. Communications Task Force (July)
3. Snapshot – Day in Florida Libraries – (Tabled at this meeting)
4. Faye Roberts solicit input from Regional Directors and FF & B workshops.
5. Several items referred to Finance Committee: reduced revenue on P&L statement, FF& B workshops, publication of Florida Libraries.

49 **1. Quorum and Agenda Review**

50 President Wendy Breeden called the meeting to order at 2:05 PM and established that there was a
51 quorum. Wendy Breeden noted that Cynthia Kisby is Secretary Pro Tem and no guests were
52 present at that time. The President noted guests, Gloria Colvin, Charlie Parker, and Susan
53 Dillinger, as they arrived

54
55 Additions/Amendments to Agenda

- 56 1. Appointment of a Reading Committee for the minutes of the 2009 annual business
57 meeting

58
59 Mercedes Clement moved approval for the agenda, John Callahan seconded. Motion carried.
60

61 **2. Consent Agenda**

62 Consent Agenda consisted of the revised minutes of the February 5, 2010 meeting (posted on
63 website and Document 2A-1) Minutes were revised to include the election results (Doc. 2A-2).
64 Linda McCarthy moved approval for the Consent Agenda with the minutes as revised, Mercedes
65 Clement seconded. Motion carried.

66
67 **3. Treasurer's Report**

68 A. Executive Director, Faye Roberts reviewed highlights of the Profit and Loss Report
69 through 2/28/10 (Doc 3A). John Callahan observed the loss of revenue due to decline in
70 membership and conference registration and asked what action was possible. Wendy
71 Breeden informed the Board that after the annual conference numbers were finalized, the
72 Finance Committee would consider this as part of the Sustainability and Continuity of
73 Operations process.

74
75 B. Executive Director, Faye Roberts presented the Treasurer's Report (Doc 3B). It was
76 noted that funds were transferred from savings to the payroll account.

77
78 C. Executive Director, Faye Roberts then reported that work on the audit is ongoing. It is
79 expected to be completed in late April or early May. There are no significant issues
80 identified.

81
82 **4. Unfinished Business**

83 A. *Geographic Representation of Directors – Tabled*
84 (Presenter unable to attend)

85
86 B. *Communications Task Force – Executive Director*
87 The Executive Director reported that no action is expected until the July Meeting.

88 C. *New Editor for Florida Libraries – Gloria Colvin*
89 Gloria Colvin reviewed the position description (Doc. 4C) and announced that she was
90 prepared to recruit and post the job opening to the FLA list. Jared Hoppenfeld asked
91 about the deadline which will be in April so that the new editor can be selected by May or
92 June. The budgeted stipend for 2010 is \$300 per issue. The vacancy may also be
93 announced at conference.

94

95 D. *Advertising in Publications – Tabled*
96 (Presenter unable to attend)
97

98 E. *Board Meeting Schedule for 2010-2011 – John Callahan*

99 John Callahan announced that the virtual meeting schedule dates (Doc. 4E) were
100 unanimously agreed to in the Doodle Poll. The plan for the next year is to meet more
101 frequently for shorter periods in order to reduce travel costs. It was noted that the current
102 meeting seemed to be going better with all members virtual as opposed to some live and
103 some virtual. There is some question as to whether the Board business can be
104 accomplished in shorter meetings. Some members expressed regret at the inability to
105 meet in person. Wendy Breeden commended the incoming President on establishing a
106 schedule at this early date.
107

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

109 A. *Membership Reports – Executive Director*

110 Executive Director, Faye Roberts presented the membership numbers (Doc 5A) as of
111 February 28, 2010 with budget comparisons to actual. She reported that the Membership
112 Committee is calling people who did not renew their membership. Reported findings
113 include the inability to locate some former members who have moved. Some persons
114 who are contacted report that they can't afford the dues, that they meant to renew,
115 thought they had renewed, or that they will renew. Members observed that retirements
116 may be a factor in declining membership, as well as reduced travel reimbursement. The
117 FLA Office is also comparing conference registration at the member rate with actual paid
118 membership and reconciling any discrepancies.
119

120 B. *Membership Recruitment and Retention Plan – Executive Director*

121 Faye Roberts reported that the current and incoming chairs of the Membership
122 Committee are working together to meet the goals and objectives outlined in the
123 committee's Recruitment-Retention Action Plan for 2010-2011 (Doc 5B). Following
124 discussion, Mercedes Clement moved to adopt the plan as presented. Motion carried.
125

126 C. *2010 Conference Update – Executive Director*

127 ED updated the Board on the 2010 Conference, April 7-9, 2010 at the Rosen Plaza in
128 Orlando (Doc 5C, Doc 5C-Update). There was a significant increase in registrations
129 between March 10 and March 22 but revenue is not yet reflected on the Profit and Loss
130 Statement because the funds have not been collected. On-site registrations are usually
131 small, around 25-30. The final program for the conference, with four new sessions, is
132 posted on the Web. There is no opening session but there are two general sessions. There
133 are only four breakout options so they are likely to be well attended. The Executive
134 Director recognized Diana Sachs-Silvera for her efforts in obtaining sponsorships.
135

136 D. *2011 Conference Options – Executive Director*

137 ED presented the Board with options for the 2011 Conference (Doc 5D). Following
138 discussion, John Callahan moved that the Board direct the ED to pursue the contract with
139 Double Tree for the first or second weeks in May as long as the contract wording is
140 acceptable. Carol Russo seconded. Motion carried.
141
142

- 143 E. *Certificates in Lieu of Board Gifts – Wendy Breeden*
144 President Breeden discussed the cost savings that could be garnered by not giving
145 engraved or purchased gifts for Board service. Board members agreed that thank you
146 certificates or letters would be perfectly acceptable and appreciated.
147
- 148 F. *Sustainability and Continuation of Operations 2010 Budget – Executive Director*
149 Faye Roberts had previously distributed the approved budget and a March update of the
150 finance committee recommendations (Doc 5F, 5F1).
151
- 152 G. *Bookmark Design Contest - Executive Director*
153 The ED noted that the bookmark design contest winners will be recognized at conference
154 and bookmarks will be distributed.
155
- 156 N. *Legislative Committee Report – Charlie Parker*
157 *(Item N taken up early in order to accommodate the presenter’s schedule.)*
158
- 159 Committee Chair Charlie Parker reported on the hectic activities of the Legislative
160 Committee. Briefly, both House and Senate take bills to the floor next week. Senator
161 Fasano replaced \$15 million for State aid. The House kept the issue alive as a conference
162 issue with a \$500,000 place holder amount. The House includes \$1 million for the
163 Library Cooperatives. There are strong signs of support from leadership. Thanks to Lisa
164 Manners, the CapWiz manager, for the 27,000 messages delivered to the Governor,
165 legislators, and legislative leaders.
166
- 167 The public relations firm, Salter>Mitchell, widely distributed FLA’s press release. There
168 were four or five TV stories including one featuring Rita Maupin of Calhoun County.
169 Also thanks to Bob Gorin who circulated a table top poster for library staff to set up in
170 the libraries. Library staff also gave handouts and encouraged patrons to make calls.
171 Parker advised that we should expect to make another push when the bills are in
172 conference.
173
- 174 Regarding Proviso Section 81, the Senate has an appropriations of \$100,000 to assist the
175 Florida Department of Education in assisting CCLA add SunLink holdings to the CCLA
176 database. There is no companion language in the House bill. Other aspects of this
177 section are the creation of a real or virtual union catalog with federated searching of
178 holdings from kindergarten through university materials, consolidation of CCLA and
179 FCLA equipment at the Northwest Data Center in Tallahassee, coordinated licensing of
180 e-resources by FCLA, CCLA, k-12, the State Library and Public Libraries, and the sunset
181 review process as it relates to the Department of State. The Florida Documents Program
182 will be renamed Florida Publications Program. The Florida Network Council and State
183 Library Council will essentially be merged.
184
- 185 R. *TABOR or Smart Cuts, SJR 2420 – Executive Director*
186 *(Item R taken up early to accommodate Charlie Parker’s schedule.)*
187
- 188 Faye Roberts was contacted by Beth Rawlins, an independent consultant with the Florida
189 League of Cities and the Florida City and County Management Association regarding
190 TABOR (the Taxpayer Bill of Rights.) She is organizing business leader opposition to

191 SJR 2420 and wants FLA approval to either speak at conference or access to lobby the
192 FLA vendors in the exhibit hall. It is too late to accommodate speaking and poster
193 session options. Even though this legislation could be disruptive to libraries, taking a
194 strong position could also have negative repercussions. After discussion, it was decided
195 to remind Ms. Rawlins that the program has a list of FLA Conference sponsors that she
196 could use to make independent contact without FLA endorsement.
197

198 *H. Snapshot – Day in Florida Libraries – Tabled*

199
200 *I. ALA- APA Support Staff Certification – Executive Director*

201 ED presented a letter from Karen Strege, Project Director for ALA’s Library Support
202 Staff Certification program (Doc 5I). This was for information only and the ED will send
203 it via the FLA list.
204

205 *J. 2010 Scholarship Committee Report - Executive Director*

206 ED note that the 2010 Scholarship Committee’s report (Doc 5J) was for information
207 only. No action required.
208

209 *K. Intellectual Freedom Committee Report – Executive Director*

210 The Intellectual Freedom Committee submitted a Censorship Incident Report (Doc 5K)
211 on the As We Grow Daycare incident in Melbourne Beach. This was for information
212 only, no action required.
213

214 *L. Awards Committee Report – Executive Director*

215 The Awards Committee submitted a report for information only announcing the winners
216 of this year’s FLA Awards and noting concerns the committee had regarding the awards
217 process (Doc 5L).
218

219 *M. Member Group Awards – Executive Director*

220 The Member Group awards (Doc 5M) was submitted for information only.
221

222 *N. Legislative Committee Report – Charlie Parker*

223 *(See report between 5G and 5H. Item discussed earlier to accommodate presenter’s*
224 *schedule.)*
225

226 *O. Letter from Governor Crist – 2009 State Aid Award- Wendy Breeden*

227 President Breeden distributed copies of a letter from Governor Crist thanking FLA for his
228 plaque (Doc 5O).
229

230 *P. AACRL Road Show Sponsorship – Gloria Colvin*

231 Gloria Colvin shared information about the ACRL Scholarly Communication Road Show
232 (Doc 5P). Since FACRL is also a sponsor and because this would demonstrate additional
233 support for academic librarian members of FLA, she requested FLA sponsorship of \$50
234 to help cover the cost of a coffee break. Linda McCarthy moved that FLA support the
235 ACRL Road Show and John Callahan seconded, motion carried.
236

237 *Q. Command Spanish Group Sales – Executive Director*

238 Faye Roberts presented information from Command Spanish on training for library staff.
239 She recommended that the proposal be reviewed by the Finance Committee as part of the
240 Sustainability and Continuity of Operations budget review. (Doc 5Q-1, 5Q-2)

241

242 *R. TABOR or Smart Cuts, SJR 2420 – Executive Director*
243 *(See report between %G and 5H. Item discussed earlier to accommodate Charlie*
244 *Parker’s schedule.)*

245

246 *S. Reading Committee for Annual Meeting Minutes 2009 - Executive Director*
247 Faye Roberts asked for at least three volunteers to review minutes. John Callahan, Carol
248 Russo, and Cynthia Kisby agreed to serve on the committee.

249

250 **6. Other Reports**

251 *A. State Librarian’s Update – Judi Ring*
252 *The State Librarian was present by phone for part of the meeting. She referred to*
253 *Charlie Parker’s legislative report as covering the important information.*

254

255 *B. ALA Councilor – Corinne Jorgensen*
256 Corinne Jorgensen mentioned the Texas textbook issue as the only item of interest at this
257 time.

258 *C. SELA Representative –*
259 *(Presenter unable to attend)*

260

261 *D. Board Liaisons (including assigned Committees and Member Groups) –*
262 Carol Russo reported that she is trying to organize a Southeastern Region get together
263 during Annual Conference.

264

265 *E. Executive Director’s Report*
266 Faye Roberts presented her report (Doc 6E). The group discussed having regional
267 directors assist with FF & B workshops in order to save approximately \$2200 of ED
268 travel money. All the directors would have to agree to the new duties and the Finance
269 Committee will look at whether this is a good place to save money given the importance
270 of relations between these groups and the Executive Director.

271

272 Regarding the Executive Director’s attendance at ALA, the consensus was that the ED
273 should attend the Chapter Leader Orientation on Friday but not extend the trip to include
274 the Advocacy Rally on Tuesday.

275

276 The format for publishing *Florida Libraries* was also discussed in light of addition fees
277 for returned mail. The process is less efficient when the journal is published once
278 electronically and once in print. The current editor has no problem with going all
279 electronic. The issue will also be referred to the Finance Committee.

280

281 **Announcements**

282 None

283

284 **Member Comments**

285 Jared Hoppenfeld thanked the Board for his FLA experiences, as this was his last formal
286 meeting. He will attend this year's FLA Annual Conference but no more Board
287 meetings. President Breeden thanked Jared for his technology assistance while serving as
288 Board Intern.

289

290 **Adjourn**

291 There being no further business, the meeting adjourned at 4:15 PM.

292

293 Respectfully Submitted,

294

295 Cynthia Kisby

296 Secretary, Pro Tem