



FLORIDA LIBRARY ASSOCIATION BOARD MEETING  
EXECUTIVE BOARD MEETING MINUTES

Rosen Plaza Hotel

April 9, 2010

**BOARD MEMBERS PRESENT:**

(VM=Voting Member)

John J. Callahan, President (VM)

Gloria Colvin, Vice-President (VM)

Susan Dillinger, Treasurer (VM)\*

Gladys Roberts, Secretary (VM)

Wendy Breeden, Past President (VM)

Barbara A.B. Gubbin, Director (VM)

Carol Russo, Director (VM)

Sarabeth Kalajian, Director (VM)

John Van Berkel, Director (VM)

Corinne Jorgensen, ALA councilor (VM) and FSU Representative

Cynthia Kisby, Director (VM)

Linda McCarthy, Director (VM)

Debra Sears, SELA Representative (VM)

Faye Roberts, Executive Director

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

Diane Austin from USF for Jim Andrews

**BOARD MEMBERS ABSENT:**

Dr. Jim Andrews, USF Representative

Judith A Ring, Director State Library and Archives of Florida

**GUESTS PRESENT:**

Anne Haywood – PR Committee Chair

Ruth O Donnell

Lisa Manners

Gayle Rivera, Friend of Deerfield Beach Percy White Branch Library, Broward County

Joanie Fleming, Friend of Deerfield Beach Percy White Branch Library, Broward County

Sharon Hill, Planning Committee Chair

Otto Pleil, Alachua County

Charlie Parker, Legislative Committee Chair

**Follow-Up Items from April 9, 2010 Board Meeting**

1. Geographic divisions for nominations
2. Advertising in FLA publications
3. Report of communications task force
4. Sustainability and continuation of operation – sent to Finance Committee to be brought back to summer meeting

### **1. Quorum and Agenda Review**

President John Callahan called the meeting to order at 1:45 PM and Secretary Gladys Roberts established that there was a quorum. Callahan noted the guests present,

Additions/Amendments to Agenda – none

### **2. Consent Agenda**

Consent Agenda consisted of the minutes of the March 26, 2010 online meeting (posted on website and Document 2A), Presidential appointments (Doc 2B), and the authorization of signers on FLA bank accounts (Doc 2C Wendy Breeden moved approval for the Consent Agenda Linda McCarthy seconded. Motion carried.

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

- A. Treasurer Susan Dillinger presented the Profit and Loss Report through March 31, 2010(Doc 3A1), and the budget vs actual (Doc3A2). .
- B. Dillinger also presented the Treasurer's Report (Doc 3B). ED noted that the reports did not reflect the costs of the 2010 conference. John Callahan noted that we will need to watch budget for any needs for midyear adjustments. President Callahan announced that the Treasurer's Report is accepted and will be filed for audit.

### **4. Unfinished Business**

- A. *Geographic Representations of Directors – Bernadette Storck*  
Bernadette Storck discussed the challenges the Nominating Committee faced when looking for candidates in the recent election. She presented the Board with several options of how the state could be geographically divided. There is currently no guideline in the bylaws. The original plan (still in place) was to divide it by the territories of the multi-type library cooperatives. Storck took the Board's direction and will report back with suggestions.
- B. *Advertising in FLA Publications – Sarabeth Kalajian*  
Sarabeth Kalajian informed the Board of her preliminary investigation into the viability of presenting Florida Libraries to advertisers as both a print and electronic journal. (Doc 4B) Sarabeth is conducting a survey with advertisers and will report back to the Board at a future meeting. Faye Roberts noted that President Breeden had appointed a task force to analyze all the communications of the Association as to efficiency and effectiveness and indicated that the final survey results would be given to the task force to use in their discussions.

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

- A. *Meeting Dates and Locations 2010-2011 – John Callahan*  
President John Callahan presented the Board with the 2010-11 meeting calendar (Doc 5A). All meetings (except those at the Conference) will be held online on Friday afternoons from 2:00 to 4:00 PM. President Callahan noted that the biggest challenge of online meetings is discussion participation. He encouraged each Board Member to actively participate in the future online meetings.
- B. *Nominating Committee Appointments – Wendy Breeden*  
Past President Wendy Breeden presented the Board with her appointments for the 2010-11 Nominating Committee (Doc 5B). Her appointments were Gloria Colvin and Cathy Schweinsberg who will join Secretary Gladys Roberts and ED Faye Roberts. Barbara Gubbin moved and Sarabeth Kalajian seconded that the appointments be approved as presented. Motion carried. The committee will bring recommendations for a slate to the summer meeting.
- C. *Board Liaison Assignments for 2010-2011- John Callahan*  
John Callahan presented the Board with their liaison assignments for 2010-2011 (Doc 5C). Liaisons are asked to facilitate communications between committees, member groups, and the Board.
- D. *Board Speakers Forum for 2010-2011 – John Callahan*  
President Callahan gave out the speaker's forum list (Doc 5D) and asked Board Members to volunteer for events held in their area.

*E. Library Snapshot Project – Anne Haywood*

Public Relations Committee Chair, Anne Haywood outlined a project from ALA that captures a day in the life of a library (Doc 5E). The program has been successfully used by several states and forms needed are available through ALA. Upon discussion the Board expressed much interest in the PR Committee pursuing the idea.

*F. 2010 Conference Report - ED*

Executive Director Faye Roberts went over the preliminary numbers for the 2010 Conference. Initial impressions/numbers are: (as of 4/9/2010) 534 attendees (down about 10%). Ruth O'Donnell, 09-10 Conference Committee Chair reported that the Committee has already met to begin planning the 2011 conference. The Performer's Showcase and the Petting Zoo were big hits. The new exhibitors schedule was quite popular with the exhibitors. Programs seemed to be well received. O'Donnell noted that the Conference Management Company is increasingly difficult to work with and Faye Roberts ended up doing much of the work we are paying them for. Registration was the area generating most of the complaints. President Callahan asked Roberts to investigate other companies and to pull out responsibilities needed for the conference to create an RFP that could be issued with one or more companies to be selected through the process and brought to the Board for approval. There has also been a problem with presenting organizations bringing in multiple speakers (who then don't have to register for the conference). It is the recommendation of the Conference Committee that we look at a different model for handling speakers and registrations.

*G. 2011 Conference Update - ED*

Faye Roberts updated the Board on the preparations for the 2011 Conference to be held in Orlando. Our theme is Open Libraries/Open Minds. We have a signed contract for the Doubletree and have been given very good terms. Gloria Colvin is looking into a conference on the West Coast for the 2012 Conference.

*H. Legislative Committee Report – Charlie Parker*

Legislative Committee Chair Charlie Parker reported on the most recent State Legislative Developments. We are anticipating word of the need for another public support campaign for State Aid funding prior to the end of April. ALA is not having the National Library Day in May this year, but instead to have an Advocacy Day rally on June 29, 2010 at 11:00 AM (as part of ALA Annual Conference). A coordinated e-mail effort will be in place for those not going to DC. Registration should be done through ALA's mechanism and Parker should be e-mailed so all Florida Legislators can be covered and Florida talking points can be received by those attending.

*I. Reports of Other Committees*

None.

*J. Reports of Member Groups*

None.

*K. Membership Report (as of 3/31/2010) - ED*

Executive Director Roberts presented the Board with an overview of memberships as of March 31, 2010 (Doc 5K) with comparisons to previous years. Of note are the increased number of personal memberships from the end of February through the end of March. This is directly related to the Conference and the efforts of the Membership committee to contact non-renewing members. A comment was received that it is currently cheaper to come as a non-member than to pay the membership fee and pay for the conference. It was suggested that pricing be reviewed and that situation be changed.

*L. Sustainability and Continuation of Operation*

ED recapped that the purpose is to look at where we are in terms of the budget for the rest of the year. President Callahan asked that the Finance Committee look into this issue and bring back findings/recommendations at the summer meeting.

**6. Other Reports**

*A. State Librarian's Update – Judi Ring*

Judi was unable to attend.

*B. ALA Councilor –*

Corinne Jorgensen noted there was no report.

*C. SELA Representative –*

No report.

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

Carol Russo FF&B meeting chair is going to work harder to have a better relationship between the member group and the Executive Board. We may begin to find ways to develop this group regionally in some cases. Cythia Kisby noted that her liaison groups are all energized and going well.

Gladys Roberts reported that the Sirsi/Dynix Member group is looking to “morph” itself into a more generalized Library ILS group.

*E. Executive Director's Report*

No formal report due to duties of Conference.

**Announcements**

**Member Comments**

None.

**Adjourn**

There being no further business, the meeting adjourned at 3:47 PM.

Respectfully Submitted,

Gladys F. Roberts  
Secretary