

Florida Library Association Executive Board Meeting

Minutes

August 12, 2016

BOARD MEMBERS PRESENT:

(VM = Voting Member)

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Brawer, Martina, Executive Director

Bryan, Jackie, Planning Committee Chair

Coppola, Gene, Past President (VM)

Doffek, Pamala, FSU Representative

Edhe, Ava, Region 2 Director (VM)

Grubb, Stephen, Region 1 Director (VM)

Gonzales, Sara ALA Councilor (VM)

Karshmer, Elana, President (VM)

Livingston, Shaney, Region 5 Director (VM)

Nuhn, Peggy, Secretary (VM)

Plocharczyk, Leah Board Fellow

Rampersad, Kenny, Treasurer (VM)

Robinson, Kelly, Region 3 Director (VM)

Shader, Robin, Vice President, President-Elect (VM)

BOARD MEMBERS ABSENT:

Head, Eric, Region 4 Director (VM)

Maurer, Kayla, Board Intern

Storck, Bernadette, Parliamentarian

Yoon, Jung Won, USF Representative

1. Quorum and Agenda Review

- A. President Elana Karshmer called the meeting to order at 9:31 a.m.
- B. Peggy Nuhn confirmed that a quorum was present.
- C. Agenda additions included Robin Shader's request to make a correction to the June minutes ALA Councilor's report with respect to the numbers of libraries signed up for the 'Libraries Transform' program. Peggy Nuhn noted that she would make the correction.
- D. Stephen Grubb asked for clarification on the portion of Unfinished Business assigned to him regarding the social media policy, however he is not the liaison to that committee. It will be a group discussion enhanced by Stephen's expertise on the subject.

- E. Kelly Robinson had an update regarding the Scholarship Committee, resulting from their meeting within just the past few days. As action is required, this discussion item will be added to New Business.

2. Consent Agenda

- A. Peggy Nuhn made a motion to approve both items on the Consent Agenda, noting there will be the correction requested by Robin Shader in the June 28 Minutes and that FLA membership will be confirmed for the members of the new Academic Publishing Roundtable Member Group. Kenny Rampersad seconded the motion. All were in favor, the motion passed.

3. President's Report

- A. 'One Book, One State' – Elana explained that she'd been contacted earlier in the summer by Renaine Julian that the Leadership Development Committee is conflicted about the fact that leadership-themed books were not chosen for the 'One Book, One State' program for the past two years. The 'One Book, One State' selection including a program based on it is Elana's choice of *Their Eyes Were Watching God*. On that basis, Leadership Development asked if they could have a 'Leadership Un-Panel' for a talk and round-table discussion on a leadership-themed book. A proposal is going to be presented to the conference committee featuring the book *Smarter, Faster, Better: The Secrets of Being Productive in Life and Business* by Charles Duhigg. Elana clarified that the two books cannot be 'in competition' as it were, and the proposal process did not guarantee the Leadership Development Committee a slot on the program. Martina clarified that generally, a committee has a fair amount of leeway in planning a program. Gene Coppola suggested that perhaps if they have time, the Marketing Committee could help promote the 'One Book, One State' book. Martina clarified that while Elana thought *she* could pick the book, the Leadership Development Committee also thought *they* could select and promote the book, however, none of this was in writing, leading to confusion. Stephen Grubb noted that as an attendee, he needs to justify the sessions he attends, making attending a program featuring a fiction choice more difficult. He also expressed that two programs each based on specific books might dilute one or the other. Sara Gonzalez noted that as *Eyes* has been widely challenged, perhaps it could better be promoted by the Intellectual Freedom Committee. Elana justified her selection of this book (80th anniversary, Florida-based, etc.) and that we'd move ahead with her selection. Kelly Robinson suggested Leadership Development might place a stronger emphasis on the 'unconference' aspect so that the potential 'competition' aspect of having two book programs would not be as evident. After some clarification, Peggy Nuhn made a motion to approve the Leadership Development Committee's request to go forward with their book program at this conference; the motion seconded by Gene Coppola. Nine voted in favor; two were opposed, no one abstained. The motion passed.
- B. Committee Charges – Elana reported that our Board Fellow Leah Plocharczyk will be working on developing clearer Committee charges. This will include new elements from the Strategic Plan, which will help prevent confusion in roles and responsibilities. Elana announced that there will be a special meeting to approve the

slate of candidates and the Strategic Plan on Thursday, September 1 at 11 a.m. (online).

4. Treasurer's Report

- A. Treasurer's Report as of 6-30-2016 – Treasurer Kenny Rampersad and Martina Brawer met on July 25 to review the Budget-to-Actual; there was one discrepancy, but it was due to the timing of cleared checks. Otherwise all funds appear to be in line.
- B. Budget vs Actual as of 6-30-2016 – Kenny noted that a lot of the expected income has come in; we don't have any shortages. With respect to total expenses, there are no new discrepancies.
- C. 2017 Budget Line Item Numbers – Martina began this portion of the agenda by explaining that in consultation with both Elana and Kenny she decided to discontinue the services of the current bookkeeper which was a month-to-month agreement. Over the past six months Martina felt the bookkeeper was not the right fit, and the bookkeeper seemed to be having difficulties transitioning to MemberClicks. Peggy asked if the bookkeeper has been dismissed and Martina confirmed that she has been, and it was handled in a positive, professional manner. Once the decision was made, Martina also ensured she no longer had access to the financial records.

Martina moved on to explain the chart of accounts in QuickBooks; showing that expenses and income have been separated in FLAs two primary funding streams. She has consulted with the Auditor about revising budget codes so that we don't have line items which are not in sequence, and some budget lines which are no longer in use. She suggested a clean new 'company' in QuickBooks might be the solution, although it will make year-to-year comparisons somewhat less convenient, however historical information will still be accessible. Gene asked about the fee involved to create the new company; Martina replied that the auditor will do it, or perhaps the new bookkeeping company, so there shouldn't be an additional fee. Stephen Grubb also acknowledged that it would seem to make things much easier, as long as we can somehow compare historical data. Gene suggested for purpose of documentation we make a motion to support this decision. Gene then made a motion to create new budget line items and a new chart of accounts for 2017 as per the Executive Director's request via memo. Kelly Robinson seconded. All were in favor, the motion passed.

Kenny made a motion to approve the entire Treasurer's Report; Gene Coppola seconded. All were in favor; the motion passed. The Treasurer's report will be filed for audit.

5. Executive Director's Report

- A. Martina acknowledged the short time line between Board meetings. She wanted us to know that some processes were being developed at the FLA office so that we're not 'reinventing the wheel'. She noted that all details are not necessarily spelled out in the bylaws, so she and the FLA office staff are documenting things in order to leave a record of processes. MemberClicks is going well; there are some remaining work-arounds primarily due to our long membership renewal timeline requiring manual fixes at times. Martina interviewed three different firms and got recommendations from local associations with respect to MemberClicks. Martina

also asked about the book donation situation. A book on Florida governors was written in 2003; the author wishes to donate a copy to every library in Florida with FLA handling the logistics of the donation. Martina is unsure if the book has that much value to public libraries; Peggy expressed, given the publication date, it likely does not. Several contributed to a short discussion on issues relative to book donations, stressing that the reality of sorting and making use of “free” books often requires a substantial amount of staff time and work. Peggy suggested Martina direct the author to the Statehouse gift shop where the books might be sold or donated to the Statehouse archives (and later sent a link to the Statehouse gift shop).

6. Unfinished Business

- A. Social Media Policy – Stephen Grubb asked if Ava Edhe could facilitate a connection with the Marketing Committee. Peggy Nuhn acknowledged that she did not have previous meeting minutes ready until recently, and those might be helpful to Stephen with respect to the previous discussion on social media and his concerns.
- B. FLA Mentoring Program – Elana Karshmer noted that the website has gone ‘live’; they will close applications at the point they reach class capacity and will match mentees and mentors by sometime in September. Kenny Rampersad noticed that the email for the program focuses on librarian mentorships; and suggested that paraprofessionals should be recruited in future years.

7. New Business and Committee Reports

- A. Addition: (per I.D., Agenda Changes): Kelly Robinson reported that for the past few years the Scholarship Committee has not received applications for the Associate and Bachelor’s degree scholarships. The committee has questioned whether they need to change their marketing -- or perhaps focus their efforts on the three graduate school scholarships. It’s been at least three to four years since there has been applicant for either of the undergraduate scholarships. Pam Doffek said that she was on the committee at that time when it seemed like a good idea to offer the Associate degree and Baccalaureate degree scholarships with the thought of potentially growing our membership, but she noted that perhaps the focus should be on only supporting the graduate programs at this time. Gene asked about our ROI in terms of supporting scholarship recipients particularly for individuals not ‘giving back’ to FLA via volunteering, etc. . Stephen Grubb noted that this is a hardworking committee, and if there has been no interest in the undergraduate scholarships, then it’s time to focus on the graduate level scholarships. Kelly added that the long view is to increase the amount of support available to the graduate scholarships. Gene Coppola made a motion to discontinue offering both undergraduate scholarships and focus on graduate scholarships; Stephen Grubb seconded. All were in favor; the motion passed.
- B. 2017 Conference Update – Elana provided a brief update. Things are moving along, we are in negotiations for our Keynote Speaker; and still in the market for a closing speaker, so suggestions are welcomed, please send to Elana or to Conference Chair Tina Neville. Proposals are being accepted until September 2, the webinar on how to submit a proposal has been found to be useful. The Conference Committee will be meeting at the conference location at the end of September.

- C. Awards Committee – Their Annual Report was included in the meeting packet; Peggy Nuhn provided a status update; the Committee is currently working hard on creating/refining the rubrics for the Awards, it's still a work-in-progress.
- D. Continuing Education Committee – Ava Ehde reported on the collaboration with ACRL; five new webinars are being developed and pre-conference ideas are being reviewed. Gene Coppola said that there had been preliminary discussion about not having a pre-conference; Elana explained that proposals are being considered but there is no guarantee of a preconference. Martina provided clarification on the Library Directors meeting time so that it will not conflict too much with a preconference if there is one.
- E. Florida Public Library Standards Committee – Stephen Grubb reported; there has not been a meeting of this committee since the last FLA Board meeting; he will be attending their upcoming online meeting on September 16, Stephen will attend and report back to the Board after that time.
- F. Fundraising Committee – Kenny Rampersad reported on this committee; their first meeting was July 21 with a plan for moving forward. Everyone has a good understanding about their charge; the next meeting is scheduled for August 18.
- G. Intellectual Freedom – Renae Roundtree reported. Shane Roopnarine is the new committee chair of this committee and a meeting is scheduled for August 16 to discuss the possible confidentiality statute; she will keep the Board updated.
- H. Leadership Development – Eric Head was not present. In his absence Elana reported that this committee is working with Library Career Development on the FLA Mentoring program and have also been working on the leadership book program proposal.
- I. Legislative Committee – Robin Shader reported. Jennifer Obermaier is the Chair; they have several things being discussed, including the ESSA (Every Student Succeeds Act) and FAME's role in this. Martina did some research and has shared her findings. Several FLA committees have been asked for feedback on the confidentiality issue; August 23 is the next committee meeting and a Library Day subcommittee is being formed.
- J. HR Committee – Robin Shader reported that the annual evaluation of the Executive Director is due in November and it will be completed timely.
- K. Library Career Development – Shaney Livingston reported that the committee met on July 27; they are excited about moving forward with the FLA Mentoring program and will be meeting again in September.
- L. Marketing Committee – Ava Ehde responded to the 'One Book, One State' program and thinks the points shared today should be part of that marketing tool; she will take this information to the committee. The Wikipedia entry for FLA is outdated; they need a more recent version of the social media policy and they are working on ideas for the advocacy initiative and welcome ideas/suggestions from the Board. Elana mentioned the addition of a philanthropy subcommittee and suggested that might be a good aspect to promote, along the lines of 'FLA Gives Back'. The FLA Membership Ambassadorship program is something academic librarians would like to have count toward their service to the library community. Martina suggested we obtain the ALA 'Read' poster software so that legislators can pose with their favorite book.

- M. Membership Committee – Martina reported that there is no report because June is typically a slow month for membership, plus there was the roll-out of the new MemberClicks software; membership updates will be included in the future.
- N. Nominating Committee – Gene Coppola shared the names of the committee members. The committee met this week and developed a good list of potential candidates and will be moving forward with a full slate ready for presentation to the President by August 26 and a meeting on September 1 to discuss the slate with the Board.
- O. Planning Committee – Jacalyn Bryan reported. Doc. 7N is the annual report summarizing how committees met their annual plans. This report was submitted by Anne Marie Casey. The items in red indicate information submitted by various committees; not all committees submitted information. She suggested a mid-year report might be useful to keep committees on-task.
- P. Scholarship Committee – Kelly Robinson reported; the committee has been busy, the most pressing decision was discussed earlier in the agenda.

8. Other Reports

- A. Report: ALA Councilor – Sara Gonzalez did not have a report at this time.
- B. Report: State Librarian – Amy Johnson was unavailable to attend today's meeting.

9. Announcements

Elana announced that the next meeting would be a Board Meeting on September 1 at 11 a.m. to review and approve the slate of candidates.

10. Member Comments

No member comments.

11. Adjournment

Gene Coppola made a motion to adjourn; Stephen Grubb seconded. All were in favor; the motion passed. Meeting adjourned at 11:11 a.m.

Respectfully submitted,

Peggy L. Nuhn

Peggy L. Nuhn, Secretary
Florida Library Association