

Florida Library Association Executive Board Meeting

Minutes

December 2, 2016

BOARD MEMBERS PRESENT:

(VM = Voting Member)

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Pollock, Dawn, Interim Executive Director
Bryan, Jacalyn, Planning Committee Chair
Coppola, Gene, Past President (VM)
Doffek, Pamala, FSU Representative
Ehde, Ava, Region 2 Director (VM)
Head, Eric, Region 4 Director (VM)
Karshmer, Elana, President (VM)
Livingston, Shaney, Region 5 Director (VM)
Nuhn, Peggy, Secretary (VM)
Plocharczyk, Leah, Board Fellow
Rampersad, Kenny, Treasurer (VM)
Rountree, Renae, Region 6 Director (VM)
Robinson, Kelly, Region 3 Director (VM)
Shader, Robin, Vice President, President-Elect (VM)
Yoon, Jung Won, USF Representative

BOARD MEMBERS ABSENT:

Gonzales, Sara ALA Councilor (VM)
Grubb, Stephen, Region 1 Director (VM)
Mauer, Kayla, Board Intern
Storck, Bernadette, Parliamentarian

1. Quorum and Agenda Review

- A. President Elana Karshmer called the meeting to order at 9:34 a.m.
- B. Secretary Peggy Nuhn confirmed that a quorum was present.
- C. Introductions – There were no introductions.
- D. Agenda additions/changes – There were no changes or additions to today's agenda.

2. Consent Agenda

- A. The October 7, 2016 minutes required a couple of small corrections; Peggy Nuhn responded that the corrections would be made in the final version.
- B. This item appears to be Board minutes, but is not. These are minutes from a committee meeting. This document will be removed from the Board meeting documents.

- C. President Elana Karshmer noted that e-vote #1 to approve the 2017 conference program passed.
- D. Elana Karshmer also reported that e-vote #2, to make a change in the slate of candidates, also passed. Peggy Nuhn made a motion to approve the consent agenda, consisting of the October 7 Board minutes and the results of the two e-votes. Agenda Item B is not included in the Consent Agenda and will be removed from the Google Docs Board packet page. Kenny Rampersad seconded; all were in favor. The motion passed.
Peggy noted that minutes from the special November meeting will be forthcoming

3. President's Report

- A. Interim Executive Director – Elana Karshmer introduced Dawn Pollock; today is Dawn's first Board Meeting. Dawn will be part of the process of hiring a permanent ED and will be involved in a number of projects.
- B. New ED Hiring Process – Elana asked Robin Shader to provide an update. Robin noted that revisions had been made in the job description reflecting feedback from four members of the Board. A newer version of the job description had been distributed to Board members the previous afternoon. There have been changes in the minimum requirements section. Once there is an opportunity for the Board to review the updated job description it will be presented to the Board for approval.
In addition, we need to clarify some aspects of the ED contract prior to posting the position, particularly with respect to the pay-out of unused leave time. Members expressed some thoughts relative to what the protocol for this is with their various places of employment, and recognized that we also need to see what the standard is within the field of association management.
Robin also discussed the proposed budget for hiring a new ED. These expenses include the cost of advertisements in various newspapers and professional employment websites, as well as overnight accommodations for two FLA panel members who travel to Tallahassee from out of the area to participate in interviews, potential travel reimbursement for candidates, running background checks and similar hiring-related expenses. The entire estimated cost is \$4000.00.
There was discussion among several members about the leave time allocation, and tracking usage. It was recommended that we reach consensus on the ED job description as well as the salary and benefits portions of the job description, including how to handle the payout for unused leave (i.e., putting a cap on the payout and/or requiring a period of time of employment) before posting the position. Posting in early January is anticipated. It was determined that our next official Board meeting is at 9:30 a.m. January 27 due to ALA Midwinter. It was also determined we need to set a Special meeting date to discuss the ED job description and benefits package. The Special Board meeting will take place January 3, 2017 at 9:30 a.m., please allow two hours. We will need to reach consensus in order to finalize the job description as well as benefits package at that meeting, so that the position can be posted in early January.
- C. Lobbyist Evaluation – Elana Karshmer reviewed this portion of the agenda. The Board voted to approve the evaluation for the lobbyist at our previous meeting. The Legislative Committee is in the process of developing a better evaluation form for the lobbyist;

current evaluation form raises a lot of questions, is not formatted as a rubric, and needs to be revised. Elana asked Robin Shader to provide a more detailed update from the November 22 meeting of Legislative Committee. The committee believes putting out a Request for Proposals at this time would not be a good idea, given the timing of start of the new legislative session, and that it would also send a negative message to the lobbying firm which is not our intent. Therefore, we will retain Lewis, Longman and Walker for the present, but the consensus among the Board was that it would be good business practice to put out Requests for Proposals periodically to ensure we are getting the level of service we are paying for. This does not indicate dissatisfaction with the present lobbying firm necessarily, but ensures that our organization is responsibly managing our budget by getting the most for the funds we expend.

Elana also recommended changes to some of the FLA bylaws for the Legislative Committee to incorporate specific instructions for lobbyists and to require a certain number of reports from the lobbyist firm. To date there has been little communication between the lobbyist firm and the Board or even between the lobbyist firm and the current chair of the FLA legislative committee, which is not acceptable and cannot continue. Therefore, in the interest of fairness and clear communication our expectations need to be clear and reflected in the bylaws. Eric Head also asked whether other state library associations have lobbyists and whether they might share their process; this suggestion will be followed up.

4. Treasurer's Report

- A. Treasurer's Report - Treasurer Kenny Rampersad summarized items A-D of the Treasurer's Report. He noted that it has been a smooth transition with our Interim ED Dawn Pollock, as well as the bookkeeping firm. He noted that very little has changed with respect to our financials since the August report, with the exception of an increased deficit due to the payout of unused leave time to former ED Martina Brawer and the costs associated with the hiring process of a new ED.
- B. Budget to Actual as of 10-31 – see Item A
- C. Profit and Loss – see Item A
- D. Assets – see Item A. Shaney Livingston made a motion to approve the Treasurer's Report; Kelly Robinson seconded the motion. All were in favor; the motion passed. The Treasurer's Report will be filed for audit.
- E. Motion to add Dawn Pollock as a check signer – We need to provide authorization so that our Interim ED Dawn Pollock can sign checks. Check signers would now include Elana Karshmer, Kenny Rampersad and Dawn Pollock. Martina Brawer will no longer be a signer. Eric Head made the motion, Shaney Livingston seconded. All were in favor; the motion passed.

5. Interim Executive Director's Report

Dawn Pollock started by expressing how much help Karen Layton has been during this transition. She's making a point of writing down processes/procedures as they happen for the benefit of the new ED. Dawn is concentrating on membership and fundraising. She also provided some updates on ways the FLA office is endeavoring to save money; for instance as an Interim ED she won't be attending ALA Midwinter, so that saves approximately \$330 in conference registration and travel. In addition, using

MemberClicks has saved in the election process because no ballots needed to be printed or mailed, saving \$150 in postage and an additional \$25 in copying charges. Her goal is to make MemberClicks do everything it is capable of. Dawn also asked for authorization for Karen Layton to work an additional three days (overtime) at a cost of \$500 to add to some MemberClicks functions so as to work with Pam Doffek with the Member Groups ListServ prior to Pam's planned retirement date.

Dawn also reported on the benefit of registering our organization with Amazon Smile which donates a percentage of purchases (.05 percent) when FLA is designated as the recipient by purchasers, and the purchase is made through Amazon Smile. Dawn asked for authorization to register FLA with Amazon Smile as there's a good return for little work. Kenny Rampersad also commented on the amount of return from this program, which his institution has found very beneficial. Robin Shader made a motion to approve of the three days of overtime, and to pursue creating an account with Amazon Smile. Kelly Robinson seconded the motion. All were in favor; the motion passed.

6. Unfinished Business

- A. 2017 Revised Slate of Candidates – Elana Karshmer noted that this is no longer unfinished business. Tina Neville has been added as a candidate for Secretary replacing Paul Alford, and that the election is in process.
- B. Election Timetable – Revised – Karen Layton noted that the ballot launched December 1. She provided an update of the number of votes already in, and that the ballot is open until December 23. Elana Karshmer thanked all who helped with the test vote. After the conclusion of the election, the Teller Committee will confirm the results. A Teller Committee has not yet been formed, but this will take place in the near future.
- C. ALA/FLA Joint Student Membership – Dawn reported that ALA has been contacted and the joint membership will be offered. Elana noted this may be a draw for new graduates. Dawn noted this will be added to new member benefits materials.

7. New Business and Committee Reports

- A. 2017 Conference Update – Elana Karshmer reported that Felton Thomas, President-Elect of the Public Library Association has been contacted to present the conference program. The conference hotel registration is open and all acceptance letters for conference program proposals have gone out and Tina Neville is in the process of sending the Non-acceptance letters.
- B. Awards Committee – Peggy Nuhn reported on the committee's diligent efforts to develop rubrics for all of the award categories, and that this has been a very involved process, since award-specific criteria already existed, but some of that criteria was not easily quantifiable. The committee made some clarifications in wording and developed rubrics for each award. Peggy recommended that the Board approve the Award rubrics, and made a motion to do so. Kenny Rampersad seconded the motion. All were in favor; the motion passed and the Board expressed their appreciation for the committee's work.
- C. Continuing Education – Ava Ehde reported on the Continuing Education Committee. There are a number of subcommittees within the Continuing Education area and they've done some great things. The C.E. event 'Hello World' coding group

- program just took place, and proposals for the conference poster sessions closes next week and the ‘Conversations that Matter’ sessions is also being arranged. There’s also discussion of a ‘best practices’ repository through the FLA website.
- D. Florida Public Library Standards Committee – In the absence of Stephen Grubb, Elana Karshmer provided an update. An online meeting is planned for January 23; the pilot project to evaluate their checklist is ongoing at this time; pilot feedback is due by December 16.
 - E. Fundraising Committee – Kenny Rampersad reported on the work of the Fundraising Committee, which is led by Donna Vasquez. The committee is moving forward and pared down what they will focus on. They are focusing on increasing library supporters, specifically among the 55 and older community; Florida authors and the FLA Business Memberships. The committee met November 18 and their next meeting is January 19. They are working on a book signing event at the 2017 conference, and may pursue a 5K run at a future conference.
 - F. Intellectual Freedom Report – Renae Rountree had to leave for another meeting, so there was not an update today.
 - G. Leadership Development Committee – Eric Head reported that the committee, chaired by Renaine Julian, is focusing on their conference proposal roundtable discussion featuring the book *Smarter, Faster, Better: The Secrets of Being Productive in Life and Business* by Charles Duhigg as well as a second conference program ‘Leadership Lessons from the Sunshine State Library Leadership Institute’. They will be putting a panel together. They are also considering offering a program outside of the conference, possibly online or a guest speaker webinar.
 - H. Legislative Committee – Robin Shader reported. The committee developed their 2017 Legislative Platform for the Board’s approval, spelled out in Agenda item H. Robin Shader made a motion to approve the platform; Eric Head seconded. All were in favor; the motion passed.
 - I. Legislative Committee Minutes – The content of the minutes is reflected in the discussion under Agenda Item 3C.
 - J. HR Committee – Robin Shader reported and noted an expenditure - \$93 for a background check on the Interim ED – had been made. This firm will likely be used for the background check on ED position as well. Elana also recognized the amount of work Robin did in preparation for today’s meeting. (*Applause for Robin!*)
 - K. Library Career Development – Shaney Livingston reported. The committee met in October. Their ‘Career 411’ program is on-track for presentation at the conference and their new mentoring program is going well. They’ve also provided feedback to the Strategic Plan which will be forwarded to Jackie Bryan and Elana Karshmer.
 - L. Marketing Committee – Ava Ehde reported. The revised Social Media Policy document is ready for approval. Some of the language was provided by Stephen Grubb and Elana clarified the wording change regarding solicitation. The new language allows the Board to make exceptions. Eric Head made a motion to approve the Social Media Policy as presented; Ava seconded. All were in favor; the motion passed. Elana asked that Ava express the Board’s appreciation for this work. The Marketing Committee was also asked to revise the FLA Wikipedia entry and asked for approval to use the new FLA logo on that entry. It was determined that a motion

was not needed for this. They will also be assisting with the marketing efforts of future Regional Meet-Ups.

- M. Membership Committee and Membership Data – Shaney Livingston and Dawn Pollock reported. The Membership committee met in November and Dawn attended. The committee will be requesting volunteers to present at the Career 411 session at the conference. The committee is in the process of contacting lapsed members. Dawn noted that there was a question about reaching underserved members based upon zip codes/geographic information. This approach may also be helpful for the Ambassador Program. Karen Layton reported about the Monthly Membership Report, and noted she'd added a functionality to show how many people are renewed as opposed to new members. This is another advantage of using MemberClicks.
- N. Nominating Committee – It was noted that as the election is in process, there's no update.
- O. Planning Committee – Jacalyn Bryan reported. FLA Board Fellow Leah Plocharczyk has been working on updating the committee work plans to reflect the new Strategic Plan action items. She has sent them out to the committee chairs for review. Chairs are to determine any inconsistencies between the committee work plan and the FLA Manual and have been sending in their comments and suggestions. The committee is also reviewing the makeup of the Membership Committee.
- P. Scholarship Committee – Kelly Robinson reported. The committee has been busy and has reached out to all of the MLCs with the scholarship information and posted it on the FLA website. They have been contacting corporate donors as well, but is on schedule. The last day to submit a scholarship application is December 12. A meeting is scheduled next week to finalize their scoring rubric for the scholarships which is a blind scoring process. They will also be working on marketing materials to ask for donations for members for the scholarship fundraiser.

8 Other Reports

- A. Report – ALA Councilor – Elana Karshmer reported in the absence of Sara Gonzalez. Sara has a strong interest in intellectual freedom as past Chair of the FLAs Intellectual Freedom committee and is following up with things coming from ALA in preparation for determining if and when it may be appropriate FLA to draft statements. Examples include a statement on gun violence, and similar concerns.
- B. Report – State Librarian – Amy Johnson was not able to attend; no report.
- C. Report – Friends Task Force – Robin Shader reported. The Friends, Foundations and Boards Task Force plans to expand their database of friends and foundation members in order enlarge their support network. Nine members of the committee are presently working on this and will be in contact with Friends groups to see how FLA can be of assistance. Elana noted that this is an important task.

9 Announcements

Kelly Robinson spoke briefly about the Florida Association of Museums (FAM) 'Connecting to Collections' group for any libraries or museums wishing assistance in crafting a collection development management policy. Kelly shared that it is an excellent and free program and noted that although the deadline for participating had just passed,

there may be a bit of flexibility with the date for any who wish to be involved. If so, contact FAM to see if they can still apply. The program consists of two face-to-face meetings and two web meetings.

10 Member Comments

No comments.

11 Adjournment

Robin Shader made a motion to adjourn and Peggy Nuhn seconded. All were in favor; the motion to adjourn at 11:19 a.m. passed.

Elana will be sending information on our January 3 meeting; Robin Shader will send information on the updated job description. Please be prepared to discuss the job description, benefits package and hiring process at the January 3 meeting.

Respectfully submitted,

Peggy L. Nuhn

Peggy L. Nuhn, Secretary
Florida Library Association