

Florida Library Association Executive Board

January 27, 2016 Meeting Minutes

BOARD MEMBERS PRESENT:

(VM = Voting Member)

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Brawer, Martina, Executive Director
Casey, Anne Marie, Chair, Planning Committee
Coppola, Gene, President (VM)
DeVile, Sarah, Chair, Conference Committee
Doffek, Pamala, FSU Representative
Grubb, Stephen, Region 1 Director (VM)
Hammill, Sarah, Treasurer (VM)
Head, Eric, Region 4 Director (VM)
Julian, Renaine, Board Fellow
Karshmer, Elana, Vice President/President Elect (VM)
McCarthy, Linda, Past President (VM)
Morris, Patricia, Region 5 Director (VM)
Nuhn, Peggy, Secretary (VM)
Reed, Caroline, Region 2 Director (VM)
Robinson, Deborah, Region 6 Director (VM)
Roopnarine, Shane, Board Fellow
Shader, Robin, ALA Councilor (VM)
Yoon, JungWon, USF Representative

BOARD MEMBERS ABSENT:

Robinson, Kelly, Region 3 Director (VM)
Storck, Bernadette, Parliamentarian

GUESTS

Lucy Harrison, FLVC
Shaney Livingston, new incoming Board Member
Charlie Parker, Legislative Committee Chair

Ms. Harrison welcomed the attendees and expressed looking forward to seeing everyone at the FLA Conference.

1. Quorum and Agenda Review

- A. President Gene Coppola called the meeting to order at 2:03 p.m., and announced that the meeting will be recorded.
- B. Peggy Nuhn confirmed that we had a quorum.
- C. Gene asked for any additions or changes to the agenda. Martina Brawer asked to discuss distribution of the Anne Dunwoody books the association was required to order in conjunction with booking her appearance at the conference.

2. Consent Agenda

- A. Gene Coppola asked for a motion to approve the consent agenda as well as
- B. Confirmation by the Board to approve the scholarship winners. Sarah Hamill made a motion to approve; Linda McCarthy seconded.
All in favor; the motion passed.

3. President's Report

- A. Gene asked if there are any questions about or suggestions for additions to the After-Conference 'Bucket List' (Doc. 3-A). Linda McCarthy expressed the need for a membership brochure. Peggy Nuhn provided some background as to why the Membership Committee's previous work on this project (in approximately 2013) was determined to be premature, given that a new website and new logo were then anticipated. Elana Karshmer suggested we add to the list discussion/development of a rubric to assess conference program proposals, and that there should also be a rubric for the Awards Committee to aid in transparency and consistency. Debbie Robinson volunteered to assist with the conference proposal rubric. Gene added that a new item is on the 'Bucket List' involving Elana and Robin for transitioning to the FLA presidency.
- B. In addition, Gene discussed the new 'President's Award' which Linda McCarthy began under her presidency a year ago. Gene would like to continue this and recognize Debi Davis, who has created all of the 'Florida Libraries' prints for 25 years. It was also noted that Doug McNamara of Mumford Books has authorized the funding for the artist and the printing, so his support should be recognized as well. Gene unveiled the beautiful new print which honors Florida's Native American heritage.

4. Treasurer's Report

- A. Sarah summarized the treasurer's report. Our total on hand is \$461,420.80 which is an increase from our last meeting.
- B. The Budget-to-Actual Report now reflects an increase in unrestricted donations as well as an increase in fundraising.
- C. Total income is slightly above projections. Income is presently \$72,090.81; Martina clarified that one payment to the meeting planner was improperly coded/not deferred to the proper year.

- D. Sarah and Martina further explained (Doc. 4C) that restricted income (i.e., scholarship funds) will be segregated into a dedicated account. Sarah also explained how putting all restricted funds into one account will eliminate bank fees which have been previously incurred for not having a high enough balance. Combining the restricted funds will resolve this. There was also clarification that ‘unrestricted’ donations are not used for daily operations; they are for special projects.
- E. Sarah further clarified the association’s relationship with TD Bank for the ‘Business Convenience’ checking and Money Market accounts, and that the Money Market is nearing the amount which would exceed FDIC insurance coverage. Although TD Bank was convenient when FLA Offices were in Lake City that is no longer the case. Linda McCarthy suggested that any changes in account management be implemented when the new FLA Treasurer and President take office due to the signatory responsibilities of those positions. After discussion, Linda McCarthy made a motion to accept Option 3 (Doc. 4E) which is to close the current TD Bank accounts and to establish new accounts in Tallahassee after investigating banking options to determine whether we may find a higher-yield Money Market account with a linked checking account. Further, the motion includes delayed implementation for this action to take place under the new Treasurer and President. Debbie Robinson seconded Linda’s motion. A motion to accept the Treasurer’s Report was made by Eric Head and seconded by Elana Karshmer. The Treasurer’s report will be filed for audit.

5. Executive Director’s Report

- A. Martina noted that we have 50 copies of Ann Dunwoody’s book costing \$25 apiece. This was a requirement of her speaking contract. Sarah DeVille suggested selling them at the conference at \$15.00 per copy, with the proceeds going to FLA. Some books will be given as complimentary copies (President’s Award recipients (2), the FLA Leader of the Year, Librarian of the Year, and Library of the Year).

6. New Business

- A. As we have fulfilled the requirement of providing members with thirty days’ notice, Secretary Peggy Nuhn called for a vote on the Bylaws to add the Fundraising Task Force - henceforth to be known as the *Fundraising Committee* - to our list of FLA Standing Committees to begin with the start of the 2016-17 Board Year. Sarah Hammill made a motion and Elana Karshmer seconded. All were in favor. Linda McCarthy suggested that at some future point we remove the list of committees from the Bylaws, as they are not required to be included by name and this would allow the association greater flexibility.

7. Unfinished Business

- A. Gene asked for thoughts on how we conduct our post-conference Retreat. Robin Shader suggested we prioritize our ‘Bucket List’. Gene will send a list of outstanding issues so that we can prioritize prior to our Retreat. Linda McCarthy suggested

- review of our Strategic Plan. So our three items will be (a) carryover from our 2015 retreat (b) the 'Bucket List' and (c) the FLA Strategic Plan. We will meet onsite at approximately 1:30 p.m. (30 minutes after the closing session) and conclude in two hours.
- B. Elana Karshmer spoke about the transition to 2016-17 Committee work, to see which committee projects are time sensitive and thus need begin to work quickly. Linda McCarthy asked if new Committee Vice-Chairs are in place, and Robin responded that about sixty percent are.
 - C. Stephen Grubb spoke about the development of the Florida Public Library Outcomes and Standards 2015, and he combined agenda item 7J with this portion of the agenda. This new document is based on outcomes for the people served rather than statistics on inputs and outputs. These standards level the playing field between large and smaller libraries, as impact in the community is measured. Gene commended the Committee for their work, and Linda McCarthy said it could serve as a national model. Stephen Grubb made a motion to approve the Florida Public Library Outcomes and Standards 2015; the motion was seconded by Linda McCarthy. All were in favor; the motion passed. Gene noted that FLA would be sending a letter to all of the committee members in appreciation of their work.
 - D. Sarah DeVille, Conference Chair, provided a conference update. As of today, 380 attendees are confirmed; 61 of the 72 exhibit tables are sold; 40 are registered for pre-conference and the room block is over capacity. Everything is coming together well. FLA 'After Hours' – a craft brewery tour – will take place on Tuesday night. T-shirt sales are also going well.
 - E. Gene spoke about the upcoming ALA Conference, he wants to create an *ad hoc* subcommittee with Elana chairing and is looking for one Board member to help, and is asking for someone from FAME, and also one of the new scholarship recipients. Robin Shader volunteered to assist, and Anne Casey also volunteered to assist.
 - F. Patty Morris discussed the Friends webinar series. There were 38 registrations, and several that watched as a group; all comments were very positive. The next one is planned for the end of March/first of April.
 - G. Linda McCarthy spoke on the work of the Membership Committee. At this point, there were a large number of non-renewed memberships; it was agreed last year that the end of January was the cut-off. Linda encouraged everyone to remind colleagues, as renewal is often simply forgotten. The meet-ups were also discussed, which have had mixed results. Communication is potentially a factor here. Martina discussed the number of reminders that have gone out to non-renewals.
 - H. Peggy Nuhn reported on the Awards Committee. It was noted that the committee worked very hard, met frequently and really made an effort to solicit nominations from the membership. The different timing of this conference also likely impacted a relatively short time frame in which to submit nominations. Peggy expressed concern about multiple category winners, and agreed that a rubric needs to be in place here as well. Debbie Robinson asked whether it might be good to disallow award winners from being nominated again for a period of time, which could be incorporated into

the rubric. Elana suggested that budget limitations should also be factored in, because the ability to replicate some of the winning projects will be cost-prohibitive for many systems. Gene also noted that time is a factor in nominating someone, and lack of time to prepare a nomination can negatively impact someone who is deserving from being recognized. Shane Roopnarine suggested that similarly sized libraries should compete against each other. Elana also suggested that a literature search – accomplishments reported in the news, etc., - could be an active part of this process. Gene suggested that he, Elana and Peggy would visit with the Awards Committee to discuss these ideas, and Debbie Robinson suggested keeping current on local library accomplishments could be an additional responsibility of Regional Directors.

1. The Board does not need to make a motion to approve the slate of winners; the vote of the Awards Committee is sufficient.
- I. Patty Morris reported on the Education Committee; 24 posters are confirmed for the conference. There will be a pilot program for paraprofessionals involving two live consecutive webinars on customer service and time management; more information to follow.
- J. Stephen Grubb covered the items for the Florida Public Library Outcomes and Standards Committee under agenda item 7C.
- K. Elana Karshmer reported for the Human Resources Committee; essentially their work is complete for the year, however they are doing some preparatory work on succession planning in conjunction with the Leadership Development Committee.
- L. Caroline Reed reported for the Intellectual Freedom Committee; she wished to invite everyone to the ‘Challenged Books Read-Out’ at the Conference. In addition, the ALA Intellectual Freedom Committee asked for reports on challenged books and it was suggested to them that members of FAME be contacted as well.
- M. Eric Head reported for the Leadership Development Committee and noted that the ‘Leadership Voices’ will be using Go-Pro cameras to get interviews from conference attendees.
- N. Robin Shader yielded to Charlie Parker for the Legislative Committee report. The Committee – and public library directors in particular, who live in the districts of the TED (Transportation & Economic Development) committee chairs – have been active in making library funding an issue. Current issues include confidentiality with respect to items checked out. The federal Workforce Innovation and Opportunity Act now includes libraries as eligible partners (eligible but not mandatory) and there will be more information on this in the near future.
- O. Elana Karshmer reported for the Library Career Development Committee and their Career 411 roundtable for the conference. The committee was excited to get funding for their tabletop signage.
- P. Caroline Reed reported on the Marketing Committee which has released a new video which is being premiered this evening. Kudos to Sara White for her editing on this great video.

- Q. Anne Marie Casey reported for the Planning Committee; there is a new poster to be displayed at the FLA Conference and they will raffle a Starbucks card to drive traffic to the poster.
- R. Debbie Robinson reported for the Scholarship Committee which meets frequently and are doing a great job, and will be pleased to know of a separate Fundraising Committee in FLA.

8. Other Reports

- A. Robin Shader reported; ALA sent a summary report, they are looking for feedback on how some of the analytics are working. Robin will find out what ALA's expectations are of FLA for the 2016 ALA conference; information was shared with ALA under Linda McCarthy's presidency on some contacts. ALA Council passed a resolution regarding their advocacy implementation plan which they are asking chapters to adopt. In view of Robin's new role as FLA's President Elect for 2016-17 we will need to name a new ALA Councilor.
- B. Board Fellow Shane Roopnarine reported on the inclusiveness program for FLA, 'Bringing Everyone to the Table: Supporting Inclusion and Diversity in Our Communities'. The three panelists are Barbara Thompson from UCF, Michelle Thompson from Bethune-Cookman and Greg Sidbury from the FLA Black Caucus. Board Fellows Renaine Julian and Shane will moderate the discussion at the end. Gene expressed great appreciation for this program and also for the work done by Renaine and Shane.
- C. State Librarian Report – Amy Johnson was not able to attend today.

9. Announcements

- A. Our next Board meeting will be March 3 following the conclusion of the conference, at approximately 1:30 p.m.

10. Member Comments

None

11. Adjournment

Peggy Nuhn made a motion to adjourn, Sarah Hammill seconded; all were in favor. The meeting adjourned at 4:40 p.m.

Respectfully submitted,

Peggy L. Nuhn

Peggy L. Nuhn, Secretary
Florida Library Association