

Florida Library Association Executive Board
June 28, 2016 @ ALA Conference, Orlando, FL
Meeting Minutes

BOARD MEMBERS PRESENT:

(VM = Voting Member)

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Brawer, Martina, Executive Director
Bryan, Jackie, Planning Committee Chair
Doffek, Pamala, FSU Representative
Edhe, Ava, Region 2 Director (VM)
Grubb, Stephen, Region 1 Director (VM)
Gonzales, Sara ALA Councilor (VM)
Head, Eric, Region 4 Director (VM)
Johnson, Amy State Librarian
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)
Rountree, Renae, Region 6 Director (VM)
Shader, Robin, Vice President, President-Elect (VM)
Yoon, JungWon, USF Representative

BOARD MEMBERS ABSENT:

Gene Coppola, Past President
Maurer, Kayla, Board Intern
Storck, Bernadette, Parliamentarian

GUESTS:

Sarah Hammill
Andrew Johnson
Cheryl Morales

1. Quorum and Agenda Review

- A. President Elana Karshmer called the meeting to order at 12:40 p.m.
- B. Elana announced that a quorum was present.

- C. Introductions were made around the table, and online members were introduced.
- D. Agenda additions included Robin Shader's request to include a discussion of ALA's 'Libraries Transform' campaign.

2. Consent Agenda

- A. Secretary Peggy Nuhn asked for any changes/corrections to the April 20 Board Minutes. Hearing none, Elana asked for a motion to vote to approve the consent agenda. Shaney Livingston made the motion and Eric Head seconded. There was one abstention due the individual not having been present at that meeting, however the rest were in favor of approving the consent agenda, therefore the motion passed.

3. President's Report

- A. State Library Council: Amy Johnson, State Librarian, reported on the State Library Council. For many years there was a Florida Library Network Council, which was removed from the legislation about three years ago. New legislation, effective July 1, 2015 has been enacted and with this recent change in legislation there has been a repurposing of the State Library Council. The purpose of the Florida Library Network Council was to oversee and provide guidance to the Division of Library and Information Services related to programs and services. This role will now be fulfilled by the State Library Council. Amy has been working on recruiting members to serve on the State Library Council. Traditionally the President-Elect of the Florida Library Association has been a member. Amy has been in touch with Robin Shader about serving a one-year term on the State Library Council. The actual appointment will come from the Secretary of State.
- B. Creation of an Ad Hoc Friends Committee. Executive Director Martina Brawer explained we have an FLA Friends Group, with about 50 members on the email list. The Member Group lead is John Gargotta, and he is enthusiastic, however there is less structure with Member Groups in general, and making this a committee will add structure and also allow for more needed FLA support of webinars and other initiatives. Martina recently attended a seminar which recommended calling the 'Friends' groups 'Citizens' groups instead, a term which may resonate more with legislators. Martina recommended making the Friends Member Group a committee – initially an ad hoc committee. Robin Shader expressed interest in being involved, and Martina added that Sandy Newell from the State Library also has an interest. Elana suggested that the ad hoc committee be recruited from the existing Member Group, and welcomed Robin's involvement. A motion to create a Citizens task force was made by Robin Shader and seconded by Sara Gonzalez. All voted in favor, the motion passed.
- C. Board and Committee Orientations Report. Elana noted that she and Martina had hosted two orientations over the past month: one for incoming committee Chairs and Vice Chairs and another for new Board members. Recordings will be available on the FLA website. One of the items discussed was instead of relying on various MLC-owned software programs to keep meetings within FLA's 'Go to Meeting' software

to remove any potential awkwardness. A follow-up e-mail was sent explaining how to use the 'Go to Meeting' software.

- D. Library Day Subcommittee. Deborah Sears has made several suggestions for changing and improving the effectiveness of Library Day. As part of this discussion it was determined to establish a Library Day Subcommittee as part of the Legislative Committee to see what might be improved with Library Day. Deborah will be on this Subcommittee as well as Robin Shader. Cheryl Morales and Eric Head (in attendance) also expressed keen interest in being on the Subcommittee.

4. Treasurer's Report

- A. Kenny Rampersad began with the Treasurer's Report (Doc 4A). The good news is that everything is in order and our balance is healthy at \$530,285.32.
- B. The Budget to Actual Report is something Kenny and Martina have had some discussion on, particularly with respect to a deficit of approximately \$18,000 which was Board-approved. Kenny noted that personal memberships are below budgeted, which has been attributed to having a local ALA Conference in 2016; that sponsorships are down; and advertising is up. Other income concerns include the Honor Roll which is below the amount budgeted with the potential for some additional funding coming in the fall. Martina noted that the amount budgeted for the conference was reduced by 20 percent, anticipating the shortfall from the impact of a local ALA conference. Kenny noted that unexpended amounts for lobbying will be accounted for; and also the larger than usual staff travel amount which is not a regular expense. Kenny also noted the budget impact of the membership and event management software, which will be a permanent budget variance. Martina clarified that Member Clicks is not actually higher, however this year we also had to pay some RegOnline costs, so there was no way to avoid paying for two systems for a portion of the year.
- C. Audit Report. Richard Powell of Powell & Jones joined us by phone in for this portion of the agenda. He noted the field work was prepared earlier, so this is the formal presentation (Doc 4C). The 'Statement of Financial Position' shows a total assets amount of \$499,370. Our largest liability is deferred revenue; our largest net assets is the unrestricted amount of \$340,213. Martina noted that some of the net assets have been spent; Mr. Powell asked for an accounting of how these funds were spent. Martina has those spreadsheets and will forward them. From an auditor's perspective this was a very successful year with respect to a positive change in net assets between 2014 and 2015. There are no reportable findings in the current or prior year. Martina expressed appreciation to Mr. Powell and Becky Knight; the final report will be forthcoming. Kenny called for a motion to approve the entire Treasurer's Report; Eric Head seconded. All voted in favor; the motion passed. The Treasurer's Report will be filed for audit.
- D. Martina noted that our Treasurer, Kenny Rampersad, and Elana Karshmer, President, need to be added to all FLA bank accounts with signatory authority. This needs to

show Board approval. Peggy Nuhn made a motion to add these two to our accounts, and Shaney Livingston seconded. All voted in favor; the motion passed.

5. Executive Director's Report

Martina added a few highlights to her submitted Executive Director report (Doc 5). She noted that a change in Department of Labor overtime laws will require more careful management of the working schedules of the FLA office staff. Our new hire will be an hourly employee. She also noted that MemberClicks is going to be launched shortly. A number of records have already been imported into MemberClicks. (53.04) The proposal submission form is being tested; and the hope is that by early July when people begin to join or renew FLA that MemberClicks will be completely in place with no overlap with RegOnline. Robin Shader asked about a Florida Association of Counties brochure, and whether it was available online. Martina said that information would be available online so that it can be more accessible to all. She also spoke about our display at the Florida Association of Counties, and that it is very ROI-focused and the services provided; she also acknowledged the help of Linda McCarthy with this effort.

6. Unfinished Business

- A. Social Media policy. This was sent back to the committee for clarification, and it was sent back to us (Doc 6A). Stephen Grubb expressed that some aspects were still not addressed, in particular the prohibition of advertising/marketing of goods/services has not been addressed given that authors and performers tend to post information. The endorsement prohibition of any product, service, group or business is still there, which could mean that we can't say something like 'ALA is great' or thank a vendor for their support on a project (i.e., Harvard Jolly's support of the Public Library *Outcomes and Standards* publication could not be acknowledged). Stephen also suggested adding wording about 'no fundraising' but posits that thanking a sponsor is **not** advertising or marketing. Elana noted that a 'like' could be considered an endorsement. The liaison to that committee can fill them in on our general discussion and concerns which still need to be addressed, in addition Stephen Grubb also volunteered to assist the committee with the wording. Eric Head made a motion to not approve this document as written; Renae Roundtree seconded. All were in favor; the motion passed.
- B. Conflict of Interest forms: Martina noted there were forms on the table; online attendees will be sent forms to sign. If we've completed one in the past, it's still valid.
- C. FLA Fundraising Charge. Elana introduced Donna Vasquez who joined the meeting online, and noted that there is no 'charge' for the committee. To develop their charge, we need to be in agreement as to what we expect of this committee. Elana noted that since this is the first year of this committee, our expectations need to be reasonable. Martina expressed that some have thought the new Fundraising Committee meant that the Scholarship Committee would no longer be doing the Silent Auction/Wine Toss/50-50 and asked if anyone else was of that understanding.

Kelly Robinson (incoming Scholarship Chair) expressed that it was the understanding of the Scholarship Committee that the Silent Auction, Wine Toss and 50/50 would in fact still be the responsibility of the Scholarship Committee. Kelly thought the new Fundraising Committee would have access to their solicitation spreadsheet and that part of their charge would be to ensure that no other committees would be duplicating fundraising efforts. Peggy Nuhn confirmed Kelly's understanding that Fundraising was to be an additional but coordinated arm, so that there were not multiple solicitations of the same individuals/organizations. Elana clarified that there should be representatives of the Awards, Conference and Scholarship committees on the Fundraising Committee to make sure there is no duplication of efforts. Donna confirmed that Scholarship would continue with their existing fundraisers, and for the Fundraising Committee to be sure there will be no duplication of efforts among committees and also to ultimately seek out new fundraising opportunities for FLA (i.e., unrestricted funds). Donna found the clarification helpful as well as the involvement of the Scholarship and Awards Committees. Martina also suggested that the Fundraising Committee could also help with conference, as the Scholarship Committee is so extremely busy during that time. Development of a formal charge is the next step and Elana and suggested that the FLA Intern could begin work on this project.

7. New Business and Committee Reports

- A. Elana provided an update on the 2017 Conference. There was a meeting in June at the Caribe Royale, which was our 2015 Conference location. The hotel is doing some updates including adding another restaurant. Elana noted there are a lot of restaurant choices within a couple of miles of the hotel and the committee will deal with any concerns about logistics which may be expressed by attendees. There will be a meeting at the Caribe Royale in September to discuss conference presentation proposals, and the form will include more information this time, including a rubric to assess the proposals and a webinar will also be offered about a week after the call for proposals goes out. She also shared a potential keynote speaker, Toni Tipton Martin, a culinary journalist who has researched the history of African-American cooking, and is the author of a book *The Jemima Code*. Elana suggested checking NPR archives for her interview. Ms. Martin's tentative price is within our budget. In addition, we will not do Performer's Showcase as a closing session again. Elana suggested an affordable speaker for our closing session; Martina explained our total speaker budget has been at a maximum of about \$10,000; Elana solicited input into our closing speaker and also announced that a conference logo winner will be announced shortly. She also noted that we will be including a philanthropy program in our conference at our 2016 conference with more information to follow.
- B. FLA Mentoring Program. (Doc 7B) Leah Plocharczyk is the outgoing chair of the Library Career Development Committee; this year they joined forces with the Membership Committee and the Library Leadership Development Committee to develop a mentoring program. This pilot program is envisioned as being informal and less structured than the Sunshine State Library Leadership Institute, and with no

- travel expectation, potentially making it more accessible. They will start with a pilot program involving ten mentees, who will need to write a brief personal statement; mentors are required to have at least five years professional library experience. The program would run from September to May, with anticipated communication between the mentee and mentor occurring at least monthly. Peggy inquired as to whether SLLI was having difficulty filling their openings; Amy Johnson responded that they have received more interest than they have openings. It was also recommended that the mentor pool for the pilot program be larger than the applicant pool. Eric Head made a motion to approve this pilot program as written, with a second from Shaney Livingston. All were in favor; the motion passed.
- C. Florida Association of Counties Booth. This information was covered in the Executive Director's Report, however if you are on site tomorrow please stop by; a new brochure will be posted online and appreciation was expressed to Linda McCarthy for her assistance.
 - D. Awards Committee: Committee Liaison Peggy Nuhn reported that the committee is still working on building their rubrics; a draft was presented and feedback has been given; this project is still a work-in-progress.
 - E. Continuing Education Committee: No report at this time.
 - F. Florida Public Library Standards Committee: Committee Liaison Stephen Grubb reported that he attended the committee's last online meeting June 6 and the final *Outcomes and Standards* report has received endorsements from the Florida League of Cities; the Florida Association of Counties and the International City/County Management Association. In addition, a press release was sent by FLA. Several libraries have agreed to conduct some pilot programs including: New Port Richey; North Miami, Northwest Regional; Orange County Library System (OCLS); St. Petersburg and Seminole County. Debbie Moss of OCLS has sent an email to library directors of these systems informing them of what they can expect; the pilots are anticipated to begin in September. An interactive checklist will be developed for the outcomes. A brochure is also being planned to summarize the essence and purpose of the outcomes. The committee will next meet on September 16.
 - G. Fundraising Committee: Committee Liaison Kenny Rampersad did not have a report beyond what was covered in depth earlier on our agenda.
 - H. Intellectual Freedom Committee; a brief report from Renae Rountree. We have no updated information on the Pasco County challenge.
 - I. Leadership Development Committee: Committee Liaison Eric Head reported. There is ongoing discussion about 'Leadership Voices' and potentially regrouping on whether to continue this or bring it back at a future time; there was also quite a bit of discussion on 'One Book, One State' with respect to whether the selection is a work of fiction or non-fiction and if the selection is fiction, then whether involvement with the 'One Book, One State' program actually relates to the role of the Leadership Development Committee. There will be additional discussion on this.
 - J. Legislative Committee: Committee Liaison Robin Shader reported; there is no report on the committee, however she also reported on the Workforce Innovation

- Opportunity Act, a session at ALA provided information on potential funding for this program, so this is something for everyone to be aware of.
- K. HR Committee: Committee Liaison Robin Shader reported; an updated committee roster is supposed to be available on our website; the review of the Executive Director is one of the primary roles of the committee. Elana confirmed that this needs to be done by November.
 - L. Library Career Development: New Committee Liaison did not have a report at this time.
 - M. Marketing Committee: New Committee Liaison Ava Edhe did not have a report at this time.
 - N. Membership Committee and Membership Data: Peggy Nuhn reported on behalf of the committee; as of our meeting the annual report had not been submitted due to some extenuating circumstances on the part of the Committee Chair. Martina explained that our numbers are significantly down from last year (853 members); so we are down about 200 members. There is also the potential for those who join just for the conference discount and so may have limited their attendance to ALA this year, and she also noted that FACRL has gotten stronger, and some people may have had to make a choice based on financial reasons as to which one to join. We need to build our organizational memberships to offset these expected fluctuations.
 - O. Nominating Committee: Committee Liaison Gene Coppola was not present, but the committee will be putting a slate of candidates together.
 - P. Planning Committee: Committee Chair Jackie Bryan reported on the development of a new strategic plan, including five goals which were developed at the April Orlando area retreat. Action items now need refinement and a timeline needs to be developed.
 - Q. Scholarship Committee: Board Liaison Kelly Robinson said the committee has enjoyed a (well deserved) break, but will be resuming their meetings this month.

8. Other Reports

- A. ALA Councilor's Report: From this point forward Sara Gonzales will be reporting as our ALA Councilor. Robin reported that the Chapter Relations committee asked for the makeup of that committee to be changed so that eight out of the eleven members have state library association experience. There was also discussion regarding the role of chapters in the State Library Association. This has been referred to a working group. Also, ALA's call for committee volunteers will take place in mid-August. She also talked a bit about the 'Libraries Transform' campaign which is a long-term campaign. Several state chapters have endorsed this campaign. There's no particular benefit other than to support the campaign; we could put links on the FLA website and the marketing materials can be personalized; more than 3000 libraries have signed up to date. Eric Head made a motion to endorse and support the 'Libraries Transform' campaign, Renae Rountree seconded. All were in favor, the motion passed.

B. State Librarian Amy Johnson made a brief report and expressed her appreciation for being part of the FLA Board. She also appreciated being able to provide the ALA conference welcoming comments in the absence of the Secretary of State, who had very much looked forward to providing the ALA welcome, however he had to send his regrets. The Career Online High School contract has been executed; the update is that sixteen public library systems have applied for the current year, with that number increasing to up to 27. The contract has been executed, effective July 1. State grant deadlines will be announced soon. Also, the Department of Management Services has a state term contract for purchasing; that contract expires the last day of February, 2017.

9. Announcements

Elana wished to express appreciation to all who have rotated off the Board, and in particular to Gene Coppola as Past President. Everyone did a great job; thank you to all of the new people who are joining us as of this meeting, and also to those remaining on this year. Robin Shader also expressed appreciation for the opportunity to serve as ALA Chapter Councilor.

10. Member Comments

Pam Doffek wished to announce that she will be retiring at the end of the year, and that she has appreciated her involvement with FLA over the twelve years she has been with FSU.

11. Adjournment

Peggy Nuhn made a motion to adjourn and Stephen Grubb seconded. The meeting was adjourned at 2:55 p.m.

Respectfully submitted,

Peggy L. Nuhn

Peggy L. Nuhn, Secretary
Florida Library Association