

Florida Library Association Executive Board Meeting

Minutes

October 7, 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
Ehde, Ava, Region 2 Director (VM)
Grubb, Stephen, Region 1 Director (VM) [listen only]
Head, Eric, Region 4 Director (VM)
Karshmer, Elana, President (VM)
Plocharczyk, Leah, Board Fellow
Rampersad, Kenny, Treasurer (VM) [listen only]
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)
Livingston, Shaney, Region 5 Director (VM)
Mauer, Kayla, Board Intern
Nuhn, Peggy, Secretary (VM)
Storck, Bernadette, Parliamentarian

1. Quorum and Agenda Review

- A. Several members were unable to join in today, as Hurricane Matthew was making landfall and impacting Florida at the time of the meeting. Due to the weather event, internet access was inconsistent among members and some were able to join by phone in 'listen only' mode.
- B. With a minimum of seven voting members needed to establish a quorum, the meeting commenced at 9:40 a.m. with more than the minimum number. Elana asked all who had internet access to open their e-mail so that any attendees in 'listen only' mode could contribute thoughts or questions in this manner. She also verified the names of those present.
- C. There were no introductions.
- D. Martina asked to have the Meeting Planner LOA (Consent Agenda item 2C) removed from the Consent Agenda; this was added to the President's Report under 3A.

2. Consent Agenda

- A. Gene Coppola made a motion to approve the Consent Agenda, items A and B, less the Meeting Planner item C. Robin Shader seconded. All were in favor; none opposed; the motion passed

3. President's Report

- A. New ED Hiring Process – Martina Brawer reported that Conference Planner Jeanice Caskey is willing to remain on and handle all aspects of managing the 2017 FLA Conference for an additional \$5000.00 which Martina feels is reasonable. Ms. Caskey's one condition is that she would remain in this role, regardless of the timing of the hire of a new ED/Interim ED. Martina believes this is also a reasonable request. Gene Coppola asked that Ms. Caskey be reminded that the Board needs to be kept in the loop with respect to any pertinent information and also that the Board has ultimate control. Ms. Caskey also needs to stay in budget as well. Gene made a motion to approve the amended Letter of Agreement with the understanding that the Board has final approval on any significant decisions regarding the conference. Renae seconded. All were in favor; the motion passed.

Robin Shader provided an update on the workings of the HR committee with respect to hiring a new ED. It was agreed that an Interim ED should be hired to take the organization through May, 2017. Some contacts have been made with potentially interested parties. The estimated per-hour rate is around \$30 per hour. Hiring a consulting firm has thus far proven very expensive. The HR committee has also unanimously determined that FLA office should remain in Tallahassee. Several have been contacted to serve as an interim ED, but are not available; two potentially interested parties are Danny Hale and Bob Gorin. Gene provided a synopsis of Bob's career and involvement with the State Library, as well as his budget experience. Neither potential candidate wishes to be involved with the conference planning. Both are very interested, both are well familiar with Florida libraries.

Robin Shader also asked that the Board provide input into the ED job ad and job description and help set priorities, particularly with respect to involvement with legislative issues. It was noted that in some states the ED is a registered lobbyist; in others the ED is an association manager. Pam Doffek noted that a 501 c(3) association cannot lobby; Martina clarified that the ED *can* lobby under that designation, although the amount of time spent lobbying *is* defined, for example it does not include development of 'talking points' but does count time spent in front of a legislator, etc. Martina added that traditionally EDs **do** lobby.

Robin will be requesting Board feedback on the ED job description, comments will be needed back within a week. Gene Coppola contributed to the discussion with respect to what kind of ED we want. This came about as the result of a question on the part of one of the Interim Director candidates about the length of our hiring timeline. Gene noted that this is our opportunity to make substantive change in the role of our ED and taking the time to thoughtfully consider our options and

- preferences is an investment in the future of our organization. Do we want a visionary, or an association manager? Points to ponder.
- B. Connecting to Collections – Pam Doffek will send out more information. Elana reported there is more in the Google Docs as well.
 - C. Bylaws amendments, formation of Executive Committee – Elana explained that our bylaws prohibit holding a meeting without three weeks' notice, nor do we have an Executive Committee which can function with transparency but in a timelier manner in absence of the full Board. Elana would like some feedback from Bernadette Storck, who is an expert with our bylaws, with respect to amending restrictions which effectively stymie how effectively the Board can function.

4. Treasurer's Report

- A. Treasurer's Report as of 8-30-2016 - Martina reviewed the Treasurer's Report in view of Kenny Rampersad's lack of audio connection for today's meeting.
- B. Budget to Actual – Most of our income has come in by this point in the year. Our membership goal was achieved (at 99 percent) and our conference income was at 104 percent of our goal. One noteworthy item was the amount invoiced by Lewis Longman Walker, which was incorrectly invoiced beginning August, 2014 when the contract was increased from \$25,000 to \$27,500 so that adjustment is reflected in the current Budget-to-Actual report. Staff travel also increased slightly. The ALA committed funds of \$500 in support of the FAC booth cost of \$1200 have not yet been received.

The budget also reflects a short period of transition when we had to run both RegOnline and MemberClicks. At this point in time, our net income is \$48,204.86. Gene Coppola made a motion to approve the Treasurer's Report; Ava Ehde seconded. All were in favor, the motion passed. The Treasurer's Report will be filed for audit.
- C. 2017 Draft Budget – Martina explained the Draft Budget and asked for approval with the understanding that some amendments may need to be forthcoming and that conservative estimates have been used. Personal memberships have been based on our 2015 budget (which was not impacted by the ALA Conference); Conference income was also conservatively estimated based on both 2015 and 2016 figures which Martina reviewed in greater detail. Projected income is \$336,520. Martina also reviewed the expenses side of the ledger, including the current FLA building lease which is proving unsatisfactory, particularly with respect to how incoming mail is presently handled. The current building lease (\$700 per month) ends in February, 2017. Martina advocated for a smaller but more secure office facility for FLA in the near future, which has been estimated at \$850 per month. Martina also allowed for more expenses in travel, given that Board members may need to travel to Tallahassee for ED interviews, etc. The Conference Meeting Planner expense will also increase, consistent with the earlier discussion in the President's Report section of the meeting. Additional detail was given on aspects of the Draft Budget, including the difficulties of estimating increasing food costs, a small increase for hotel audio-visual support, etc. Our total estimated conference expenses are \$102,230. An amendment may also need to be made on Payroll depending on compensation for the Interim ED as well as additional office support allowed for the weeks leading into the Conference. Martina also recommended we find a FLA Member who is willing to help with keeping the

FLA website updated, possibly for a fee. Income minus expenses is \$7,785. Gene Coppola made a motion to approve the Draft Budget with the amendment of adding an additional \$5000 for the Conference Manager. Eric Head seconded. All were in favor; the motion passed.

5. Executive Director's Report

- A. Election Timetable – Martina has deferred this to Gail, and has created a transition ‘to do’ list to help the Interim ED and Board handle necessary tasks in a timely manner.

6. Unfinished Business

- A. There is a revised slate of candidates as Sara Gonzales is unable to pursue the ALA Councilor candidacy at this time. Bylaws were consulted and as there is no prohibition, Elana Karshmer will be on the slate to serve concurrent with her Immediate Past-President role. Gene Coppola asked for a motion to approve the formal slate. Eric Head made that motion; Ava Ehde seconded. All were in favor; the motion passed.
- B. ALA/FLA Joint Student Membership – Martina had asked for a joint membership in response to member requests; however previous discussion expressed concern on how privacy issues with respect to student information would be handled between the two organizations. Martina contacted Don Wood ALA Chapter Office Program Officer. Ultimately, if the student does not like either of the two policies, then the student would lose membership, however this has not been a problem to date. Robin Shader made a motion to approve this; Gene Coppola seconded. All were in favor; the motion passed.

7. New Business and Committee Reports

- A. Conference Update – Elana reported that we’ve contracted with our Keynote Speaker, Toni Tipton-Martin. Other activities, including networking opportunities, are being discussed in lieu of some speaker time slots. The President’s Reception will likely be an 80’s theme. By spending less money on the closing speaker, we might be able to purchase updated service with respect to internet access.
- B. Awards Committee – Peggy Nuhn was not present due to weather related lack of internet connectivity. Elana updated the progress of the committee on the development of the rubric, which will make the awards process smoother. There was a recommendation from the Awards Committee to clarify language for the Outstanding New Librarian award. Gene made a motion to accept the committee’s recommended language change; Ava Ehde seconded. All were in favor the motion passed. A second motion was made by Gene Coppola to accept the Awards Committees recommendation for the language change in the Outstanding Paraprofessional Award; Robin Shader seconded. All were in favor; the motion passed.
- C. Continuing Education Committee – Ava Ehde reported. The committee has been busy and is reviewing a needs assessment survey; results to be distributed in February, 2017.

- D. Florida Public Library Standards Committee – Elana recognized the Committee report submitted by Stephen Grubb who may not have audio connection today.
- E. Fundraising Committee – Kenny Rampersad does not have audio today.
- F. Intellectual Freedom Committee – Renae Rountree does not have an update at this time.
- G. Leadership Development Committee – Eric Head reported on the Committee’s request to shift the ‘One Book, One State’ selection and is moving forward with something leadership-based as a roundtable.
- H. Legislative Committee – Robin Shader reported. She summarized the recent activities of the committee. They do have a draft legislative platform and are planning to vote by e-mail on the lobbyist contract. The committee voted to give awards to specific individuals. Library Day will be set up similarly to this year with possible changes for 2018. The confidentiality of library records law, Sec. 257.261 is under discussion and alternative wording is being considered. Elana provided some additional information regarding the continuation of the lobbyist. Martina clarified that we need to decide if the Board is going to support the committee’s efforts. Gene Coppola recommended that Jen Obermeyer attend the December 2 Board meeting prepared to present this issue. There was additional discussion about the Legislative Award, and whether those individuals were actually library champions, or whether this was being done pre-emptively to gain future support. There was wide consensus during this discussion that the award should be given when deserved; but not to gain entrance. Martina also commented on a possible photo with a legislator posed with a book, i.e., a ‘Read’ poster format or similar, although logistics issues impact that concept. Robin Shader also spoke about the lobbyist evaluation and asked if committee members have any input. Elana responded that no one had input. Robin Shader suggested that the Board needs to provide input. Gene Coppola added that he’d been contacted by Charlie Parker and that the initial evaluation had ‘outstanding’ in every category. Gene had assumed that others had been contacted for input. Robin noted that we don’t have an effective process in place, so that needs to be addressed, and given the expense item for the services of the lobbying firm involved, this should be a Board and not a committee process.
- I. HR Committee – Robin Shader had no further comments
- J. Library Career Development – No report in Shaney Livingston’s absence.
- K. Marketing Committee – Ava Ehde reported that the committee is updating the social media policy and is looking for further suggestions.
- L. Membership Committee and Membership Data – Martina noted that we’re at the start of the 2017 Membership cycle. MemberClicks has been launched and the renewal period is open.
- M. Nominating – Gene Coppola had no further report.
- N. Planning Committee – Jackie Bryan reported on the Strategic Plan. Leah Plocharczyk will help edit the plan and create a list of action items for each committee which Elana will distribute to the chairs.
- O. Scholarship Committee – Kelly Robinson reported that the committee is well on its way to marketing the scholarships for this coming year and everyone is happy to focus on the graduate scholarships.

8 Other Reports

- A. ALA Councilor – Sara Gonzales was not present; no report.
- B. State Librarian - Amy Johnson was not present; no report.

9 Announcements

Elana thanked everyone for attending on a difficult weather day and asked that all be prepared to clarify their comments for Peggy for purposes of recording the minutes.
(Thank you, Elana! – P.)

10 Member Comments

No comments.

11 Adjournment

Robin Shader made a motion to adjourn, Eric Head seconded. The meeting adjourned at approximately 11:40 a.m.

Respectfully submitted,

Peggy L. Nuhn

Peggy L. Nuhn, Secretary
Florida Library Association