

Florida Library Association Board Meeting

Minutes

July 14, 2017

BOARD MEMBERS PRESENT:

(VM=Voting Member)

FLA Staff:

Dawn Pollock, Interim Executive Director
Karen Layton, FLA Administrative Assistant

Voting Members:

Robin Shader, President (VM)
Phyllis Gorshe, Region 4 Director (VM)
Sarah Hammill, Vice President, President-elect (VM)
Tina Neville, Secretary (VM)
Donna Vazquez, Treasurer (VM)
Ava Ehde, Region 2 Director (VM)
Shaney Livingston, Region 5 Director (VM)
Renae Rountree, Region 6 Director (VM)

Non-voting Members:

Laura Spears, Advocacy and Legislative Committee Chair
JungWon Yoon, USF Representative

BOARD MEMBERS ABSENT:

Voting Members:

Elana Karshmer, Past President, ALA Councilor (VM)
Jorge Perez, Region 1 Director (VM)
Anne Marie Casey, Region 3 Director (VM)

Non-voting Members:

Amelia Anderson, Planning Committee Chair
Leila Gibradze, FSU Representative
Amy Johnson, State Librarian
Kayla Maurer, Board Intern
Leah Plocharczyk, Board Fellow
Bernadette Storck, Parliamentarian

VISITORS: none

1. Quorum and Agenda Review

- A. Call to order: The meeting was called to order by President Robin Shader at 9:40 a.m.
- B. Establishment of quorum: Secretary Tina Neville confirmed that we have a quorum.

2. President's remarks

- The House has proposed \$231 million for IMLS (same as last year). Watch for more calls to action as it moves to the Senate and other items come up.

3. Consent Agenda

A. Minutes of June 9, 2017 FLA Business Meeting

Shaney Livingston moved to accept all the minutes, Sarah Hammill seconded. No discussion. Motion passed unanimously.

4. Treasurer's report (DonnaVazquez)

A. 2018 Draft Budget

Donna presented the draft budget that is being recommended for 2018. Have changed the line items a bit from earlier years to show all information more clearly and accurately. For the annual conference the free registrations weren't pulled out as a separate line item. They are listed as a separate item in 2018 to illustrate the high cost of this item (estimated at \$22,475 as 145 free registrations at \$155 each). Total proposed income is \$290,980 and total proposed expenses are \$308,121 for a deficit of \$17,141. The expenses are really at bare bones so we need to concentrate on new organizational members, possible reduction of free registrations, etc.

Robin commented that the Florida Division of Library and Information Services is considering offering their Academy Training Program as a pre-conference or one of the pre-conferences at FLA and they would pay.

Phyllis asked if there is a policy for free registrations. Dawn commented that it is part of the current dues structure of FLA organizational members. The FLA staff have analyzed who is using the free registrations. As it is set up now, if all were used we would be responsible for 192 registrations. This year 141 took advantage of it. Dawn is preparing a proposal for something more reasonable.

Phyllis asked if it is an issue that the budget is not balanced. There are reserves but we hope we won't have to use them. The hope is that other things will become available such as new members, journal ads, etc. Sarah encouraged everyone to continue thinking about ways to increase revenue.

Sarah Hammill moved to approve the 2018 budget. Tina Neville seconded. No discussion. Motion passed unanimously.

B. Proposed investments

Dawn has investigated different investment options for some of our reserves (approximately \$233,000 – 242,000). She presented three options that have low or no fees and low risk that will still protect the principle and one that offers higher returns but does not protect the principle. Noted that the Hancock Bank Rate Riser 24 month CD has a minimum investment of \$1000. A Wealth Management (Schwab) investment has a higher rate of return but has some fees and doesn't protect the principal. Envision Credit Union provides an option with no fees that

protects the principal in \$5000 increments for 15 months. The current location of the funds (TD Ameritrade) does not meet inflation so it does not protect the principle.

The Finance Committee proposes a combination of the Hancock Bank and the Envision Credit Union options. If that works well, maybe move some funds into the Wealth Management option later. The Board has already moved to take the money out of TD Ameritrade. Dawn will get additional details for Hancock and Envision and write a memo on how much will go into each fund.

Sarah Hammill moved that we allow Dawn to create a plan to transfer up to \$200,000 of the reserve money from TD Ameritrade to combined CD or money market accounts at Hancock Bank and Envision Credit Union. Dawn will figure out the details and the best combination to earn the most and still keep adequate liquidity in our funds. Dawn will discuss those details with the Finance Committee and then bring the final plan to the Board for an e-vote. Ava Ehde Seconded. No discussion. Passed unanimously.

5. Executive Director's report

- Dawn highlighted some of her more detailed report on membership. In particular she included an analysis of where we might be able to pursue additional members. This will be discussed more at the next meeting
- Have an RFP out to 50 firms who might be interested in the lobbyist position. Proposals are due next week. Responses have been minimal so far. Dawn is also pursuing possible partnerships with other organizations to share a lobbyist.
- Preliminary work has started on the conference.
- Dawn would like to sell ads at the end of the journal. Set a standard fee and offer business members a reduced price. Board members agreed that she should pursue this idea and she will bring a proposal to a future meeting.
- Archive project—in the past we have sent association materials to USF for archiving. FLA is already keeping documents in compliance with document retention policy. Is there a reason why we were sending materials out? If so, is it still valid? Was the archive idea before web sites? We have documents on the member's only portion of the FLA web site. Sarah commented that Bernadette Storck may have been the unofficial archivist in the past. She will see if she can find more information on that. Will discuss in more detail at the next board meeting.
- Still working on updates to the strategic plan with Amelia.
- Palm Beach County did a great job at the Florida Association of Counties conference in June.
- "Meeting of the Minds." The Florida Humanities Council has approached FLA asking to consider forming a loose consortium of like-minded groups. Could be advantageous and doesn't appear to be a lot of work. Board agreed that the statement looks reasonable and Dawn should continue to work with them.

5.2 Member/Events report

- Karen has about completed the committee group project. She will present it at the upcoming Planning Committee meeting on July 25 and show how the accounts

should be used. This will help with succession planning, storage, and will keep things more organized.

- Committee rosters are almost completed.
- Karen noticed that FLA qualifies for a charity rate for PayPal and has signed us up for that.
- She has put out a call for web site task force members.
- Plans to launch Member Clicks discussions and forums soon.
- Site meeting for the Conference Planning Committee is Sept. 29th. Call for proposals for breakouts will probably come out at the end of July. Conference web page should be ready soon.

6 Business (New/Old)

A. Advocacy and Legislative Update/Sub-Committees (Dawn and Laura)

Last year the FLA Staff documented the time spent on Library Day. They found it takes a huge amount of time and money by the staff. Many people who registered didn't show. In the past, Library Day was an opportunity for library people to connect with legislators while they are in session. Now they are meeting more with legislative staff. The FLA Staff prepared an after action report. Without more leverage we won't be getting the attention and time of the actual legislators. Better system might be to spread this out over the year and throughout the state – have the library staff meet the legislators in their own space throughout the year.

Laura shared Debra Sears' scan of what other states are doing for library day and the trend seems to be away from one day at the capital and more toward a global approach throughout the state. It will continue to be fleshed out. Many states have extensive information on their web sites about their library day and advocacy efforts. They also plan to contact state leaders to get other ideas of best practices to help us improve our advocacy and event.

Laura presented a new Florida plan to meet the legislators in their districts. This also has the added benefit of meeting with legislators earlier in the year which may be more productive. The new plan will be "Days in the District" that will include one week of visits to legislators in their offices—this year will be October 15-21 and will plan to create a touch point in each county. This should allow more librarians, local advocates, and everyday library users to be involved. FLA will continue to have a presence in Tallahassee led by Debra Sears and the FLA staff. Members of the A & L Committee will coordinate and mentor the librarians in their regions. Have already met with the Marketing Committee and they will help with social media and additional marketing activities. Will create a webinar to provide tips and a walkthrough of the process as well as a "recipe book" to provide illustrations of the information brought forth at the ALA preconference. The plan is to visit the MOLs at least 3 times between now and the beginning of the January 2018 session. Will support libraries whether they are FLA members or not which will be another way to illustrate the value of FLA membership. Laura encourages all members of the board to support this new plan. The Board members provided lots of positive comments about the change.

Renae Rountree moved to accept the new plan. Donna Vasquez seconded. No discussion. Motion passed unanimously.

B. Nominating Committee 2018-2019 (Robin reporting for Elana)

The Nominating Committee has been created. Members who have agreed to serve are Elana Karshmer (Chair), Debra Sears, Ray Baker, and Michelle Demeter. They are trying to add an additional member who is from a rural library or newer to the profession.

Rena Rountree moved to approve the nominating committee with permission to add another person from a rural library. Sarah Hammill seconded. No discussion. Passed unanimously.

C. Meeting Planner/Site Selection Contracts

Dawn presented the letters of agreement for the meeting planner (Marketing Solutions, Jeanice Caskey) which is essentially the same amount as last year and the site selection contract for 2019. The contract straddles two fiscal years starting in September. Some of the duties that Jeanice took over last year have been moved back to the FLA staff. The contract will be paid in increments over ten months. Dawn is very comfortable with the contract, Jeanice's past work, and is highly supportive of awarding her the contract. The proposal will be for both the meeting planner and the site selection. Jeanice is only interested in accepting the contract if both are given to her since there is so much overlap and things that need to be discussed at the time of the negotiation for a new site. If the site selection becomes a multi-year contract it will include an additional \$5000 to Jeanice. This is typical.

Tina Neville moved to allow Dawn to sign the contracts with Marketing Solutions LLC. Sarah Hammill seconded. No discussion. Passed unanimously.

D. Hiring Budget (document provided as information)

E. Committee Roster/Liaisons/Staffing Meetings

Informational. Committee rosters may still have some updates. Dawn and Karen have divided them up to ensure good communication between the committees. Also moving forward with getting pre-set meeting times that will allow prompt meetings that don't overlap with Go-to-Meeting

F. Board Meeting Schedule (document provided as information)

7 Committee Reports

A. Awards Committee (Tina Neville)

The Awards Committee had their first meeting on July 13, 2017. They discussed their plans for the year including tweaking the rubrics that they use to evaluate the awards. The committee was polled about their reaction to the acrylic style awards and general agreement was that these were a fine replacement to the wooden plaques. Members will be considering several issues for additional discussion at the next meeting including possible proposals to allow award winners to provide more information in place of a speech. They will also discuss whether to keep the Best Booth award and, if kept, possible changes in how it is awarded.

Question for the Board: In light of the new policy that winners and nominators must be FLA members, how will this affect awards such as Outstanding Citizen, Business Partners, Friends, and Paraprofessionals who may or may not be members? Board members present agreed that the Outstanding Citizen wouldn't need to be an FLA member but the others should be members (including Business Partners, Friends, and paraprofessionals). We may need to communicate to businesses and friends the advantages of being members. Phyllis is encouraged to let the Board know if the friends have additional things that they might see as a benefit. The FLA Staff can help the Awards Committee determine who is a member and who isn't.

- B. Continuing Education Committee (Ava Ehde)
Haven't met yet but plan a meeting in August.
- C. Public Library Standards (Phyllis Gorshe)
They are planning a meeting for August.
- D. Fundraising Committee (Donna Vasquez)
Has not met yet.
- E. Intellectual Freedom Committee (Renae Roundtree)
Their first meeting will be July 24th. Have a work plan for 2016-2019. Keeping their eyes on HB 989, Senate Bill 1210, and several other legislative items.
- F. Leadership Development Committee (Ann Marie Casey) Not present. No report.
- G. Advocacy and Legislative Committee (Sarah Hammill and Laura Spears)
Nothing to add to above.
- H. HR Committee (Sarah Hammill)
Haven't met yet.
- I. Library Career Development (Shaney Livingston) Not present. No report.
- J. Marketing Committee (Ava Ehde)
Planning a meeting for August
- K. Membership Committee and Data (Shaney Livingston) Not present. No report.
42 members added in the joint ALA/FLA category.
- L. Nominating Committee (Elana Karshmer) Discussed above.
- M. Planning Committee (Amelia Anderson) Not present.
Robin reports they are working on the strategic plan updates.
- N. Scholarship Committee (Jorge Perez) Not present.

Will be meeting next week. Karen commented that there will be a new scholarship in honor of Debbie Robinson. Currently have a bit more than \$1000 in the fund. Working on qualifications that would be an appropriate honor to Debbie.

Karen commented that the people that put the mentoring program together have met and they will be continuing next year.

8 Other reports:

A. ALA Councilor (Elana Karshmer) Not present. No report.

B. State Library (Amy Johnson State Librarian) Not present. No report.

9. Announcements

The meeting next week for planning committee. Chairs and vice chairs are coming to the meeting. Dawn asks if the liaisons will attend if possible as well. An invitation should be coming soon.

10. Member Comments none

11. Adjourn

The meeting was adjourned at 11:01 a.m. Sarah Hammill moved to adjourn, Tina Neville seconded. Motion passed.