

Florida Library Association Executive Board Meeting

Minutes

January 3, 2017

BOARD MEMBERS PRESENT:

Pollock, Dawn, Interim Executive Director
Bryan, Jacalyn, Planning Committee Chair
Ehde, Ava, Region 2 Director (VM)
Gonzalez, Sara ALA Councilor (VM)
Grubb, Stephen Region 1 Director (VM)
Head, Eric, Region 4 Director (VM)
Karshmer, Elana, President (VM)
Layton, Karen, FLA Association Specialist
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)

BOARD MEMBERS ABSENT:

Coppola, Gene Past President (VM)
Doffek, Pamala FSU Representative
Mauer, Kayla, Board Intern
Storck, Bernadette, Parliamentarian
Yoon, Jung Won USF Representative

GUESTS:

Jeanice Caskey, CMP, FLA Meeting Planner

1. Quorum and Agenda Review

- A. Call to Order – President Elana Karshmer called the meeting to order at 9:33 a.m.
- B. Establishment of Quorum – Secretary Peggy Nuhn confirmed that a quorum was present.
- C. Introductions – There were no introductions.
- D. Agenda additions/changes – There were no changes to the agenda.

2. Hiring Procedures New Executive Director

- A. Memorandum Outlining Process – Robin Shader explained the process and that applications will be accepted through the FLA Office. Three people from the HR Committee will be reviewing the applications to ensure minimum qualifications are met. Robin, Elana Karshmer and one other person will be handling this. If there is no unanimous agreement, the applicant will be left in the pool to avoid unfairly leaving someone out. The position will be posted February 6. A rubric will be used to

- determine the best candidates. Phone interviews will take place and the pool will be narrowed to two or three candidates for in-person interviews.
- B. Hiring Budget - Robin Shader explained the hiring budget. The total was estimated at just short of \$4000.00. Kenny Rampersad made a motion to approve the hiring budget, Ava Ehde seconded. Robin suggested that the interview travel and lodging expense could ultimately be less reflecting a savings in the total estimated amount. There was some discussion on reimbursement for candidate travel and whether this had been a practice in the past. Dawn suggested that travel reimbursement is appropriate in the non-profit sector, or at least it is subsidized if not paid in full. There is a ceiling of \$500.00 for reimbursing travel for anyone outside of the Tallahassee area. There was also discussion of whether the background check included a driving record check. Robin noted that she would have this added if it isn't included, and the cost of that addition should be negligible. After further discussion it was determined that the cost of advertising in the *Tallahassee Democrat* was not the best use of our funds. Renae Rountree suggested that 'Employ Florida' is the state website for employment and is free, and Stephen Grubb suggested that 'Zip Recruiter' or LinkedIn would be other possible good online sources for posting. It was determined that the approved amount would hold steady at a \$4000.00 maximum to allow the HR committee needed flexibility but would eliminate purchasing an ad in the *Tallahassee Democrat*. Elana called for a vote on the motion reflecting these adjustments. All were in favor; the motion passed.
- C. Job Description (showing changes) Robin Shader asked for feedback on the revised job description. Peggy Nuhn recommended reversing the order of items 1 and 2, since #2 is a broader overview type of statement. Robin directed our attention to the education and experience minimum requirements, where some changes were made to be more inclusive of association experience but does not exclude library background experience, and requires a Master's degree regardless of background. Dawn suggested that #3 should address the scope of event planning we need, to include conference and trade show planning for up to 800 attendees, or similar type of wording. Robin made these adjustments. Peggy recommended removing requirement #6 (internet searching) which could bias an applicant into thinking our requirements are not very stringent or possibly view the association in a negative light. With much committee participation and suggested wording, requirement #6 was reworked to remove specific *requirements* of experience in branded products (i.e., Quick Books and MemberClicks) and to use more generic terminology to allow experience with similar products, but stated our *preference* of experience with specific products (i.e., Quick Books and MemberClicks). Stephen Grubb made a motion to approve the revised job description and Peggy Nuhn seconded. All were in favor, the motion passed.
- D. Revised Job Description – The new job description reflecting changes outlined above will be sent to Board members.
- E. Job Ad – This was the ad for the *Tallahassee Democrat*, so it is no longer relevant. Stephen Grubb asked about placement of the job posting on the FLA site. Robin Shader recommended having the position posted for a full month. There was discussion about a posting expiring on a Monday; closing on February 14. Applicants

will be reviewed as received. Elana Karshmer expressed appreciation for Robin's efforts on this project.

3. Annual Conference Registration Fees for 2017

- A. Dawn introduced Jeanice Caskey to address financial aspects of our 2017 conference. At current registration rates, the organization could face a significant shortfall. Jeanice explained that the projections originally given to her were unrealistic for a quality event. The shortfall could be \$20-\$23,000, but she also believes the trade show revenue was also *underestimated* which could lessen the gap somewhat. Jeanice suggested that a \$12,000 increase is needed, and one of the last ways to make up this shortfall is by increasing our registration fee. The number of complimentary registrations due to organizational memberships is also a factor and ultimately these attendees are subsidized by individual registration fees which is very concerning to the Board. Wi-Fi for attendees not staying at the hotel will be included this year, and receptions should not run out of food. Production will also run better. Prices are high particularly in the Orlando market and negotiation was limited at the time the contract was finalized.

In response to a question, the 2013 conference the fee was \$225; in 2014 an 'early-bird' registration was offered. The recommended amount to cover the shortfall is \$225 with a \$199 fee for early registration. Elana noted that there was also an increase in the room rate, and questioned whether an additional increase on the conference registration would dissuade people from attending. The larger problem is the registration benefits to organizational members. In Dawn's research with several other state library organizations, there was not this level of free registration included. Last conference, 143 people came 'free' due to organizational memberships.

There are two issues here: (a) how do we cover costs this year and (b) how do we address this next year. Jackie Bryan noted that in checking her 'early bird' registrations for 2013 it was \$150 and 2014 was \$160 and 2015 was \$170. Last year it was \$170 for 'early bird'. Kenny Rampersad noted that two areas have increased costs: (a) audio-visual and (b) food and beverage and questioned why this is only being addressed now. Jeanice explained that prices go up; the AV company is a new one from the one used at the conference hotel previously, and there were no safeguards in the existing contract not to exceed a certain amount for AV, and we're also facing increases in costs on the food and beverage side. Peggy and Stephen both spoke about the quality of the experience and previous closing lunches (one year a boxed networking' lunch; last year soup and salad and dessert) which were not well received as sufficient by our members and generated significant negative feedback. Stephen Grubb further suggested \$190 for early members and Kenny Rampersad also expressed concern about providing value but also putting the extra costs on to our individual members. Elana expressed the need to come up with a figure which allows for an increase, but one as small as possible. Renae Rountree spoke about the increase and suggested it may not be a large problem for members the relationship between cost and quality are understood as aligned. Stephen Grubb suggested that

\$190 for early registration is reasonable but recommended a higher price for same day registration. Kenny also explained that if the increase causes a 15 percent reduction in attendees then we lose the benefit of the registration increase, although Jeanice explained that it would also decrease food and beverage expenses. Dawn also explained the need to negotiate hard for 2019; for this year we may need to use some of our reserves and before next year we need to address the issue of organizational memberships having a large number of complimentary registrations.

A roll call was taken by Peggy Nuhn to determine what price should be voted on for increasing 'early bird' registration and is as follows: Robin \$185, Stephen \$190, Elana \$190, Ava \$185, Sara \$185, Stephen \$190, Eric \$185, Kenny \$185, Renae \$190, Shaney \$185, Peggy \$190. Among voting members, the agreed upon registration fee for the majority for purposes of crafting a motion was \$185.00.

Therefore, Stephen Grubb made a motion to change the 'early bird' registration for 2017 to \$185.00 to offset conference costs. Renae Rountree seconded. All were in favor, the motion passed.

There was discussion about increasing late registrations for full conference for 'late' registrants and non-members by the same \$15. Non-members would then be \$315; members would be \$225. Stephen Grubb made a motion to increase by \$15 to the current prices for late and non-members. Renae Rountree seconded. All were in favor, the motion passed.

Karen Layton asked about other prices, such as single day passes, and similar. It was determined that a \$10 increase for one day registrations would apply. Stephen Grubb moved that one-day registrations increase by \$10. Robin Rountree seconded. All were in favor; the motion passed.

4. Additional items (if requested by Board)

- A. The Board wishes the minutes to reflect our deep appreciation to Robin Shader for her significant time and effort in crafting our new Executive Director job description, handling the position posting budget and all matters relating to our upcoming ED job search. *Thank you, Robin!*

8 Adjournment

The meeting was adjourned at 11:29.

Respectfully submitted,

Peggy L. Nuhn

Peggy L. Nuhn, Secretary
Florida Library Association

