

Florida Library Association Board Meeting

Minutes

January 18, 2019, 11:00 a.m.

BOARD MEMBERS PRESENT:

(VM=Voting Member)

FLA Staff:

Lisa O'Donnell, Executive Director

Karen Layton, Membership/Events Manager

Voting Members:

Sarah J. Hammill, President (VM)

Eric Head, Vice President, President Elect (VM)

Tina Neville, Secretary (VM)

Robin Shader, Past President (VM)

Jorge Perez, Region 1 Director (VM)

Matt Selby, Region 2 Director (VM)

Anne Marie Casey, Region 3 Director (VM)

Phyllis Gorshe, Region 4 Director (VM)

Heather Sostrom, Region 5 Director (VM)

Renaine Julian, Region 6 Director (VM)

Sara Gonzalez, ALA Councilor (VM)

Non-voting Members:

Amy Johnson, State Library of Florida

BOARD MEMBERS ABSENT:

Donna Vazquez, Treasurer (VM)

1. Quorum and Agenda Review

A. Call to order: The meeting was called to order by President Sarah Hammill at 11:00 a.m.

B. Establishment of quorum: Secretary Tina Neville confirmed that a quorum was present.

2. President's remarks

- Everyone is gearing up for a great library day and Sarah is hoping as many people as possible will participate. Kudos to Lisa for preparing all of the materials for library day.
- Sarah attended a Career Online High School graduation. It was a very nice event.

3. Consent Agenda

Eric moved to accept the minutes of the November 16, 2018 meeting. Phyllis seconded. No discussion. Motion passed.

4. Treasurer's report (Lisa O'Donnell for Donna Vazquez)

- Lisa shared the balance sheet and the P&L Statement as of January 17, 2019. The CPAs have been moving deferred revenue into income for this year. The operating account is doing very well and the money market (reserves) remain in good shape and are well above the bylaws requirement of having 40% of the operating expenses in reserve.
- Lisa should have a full new year perspective at the February board meeting.

5. A. Executive Director's report

Lisa shared her full report prior to the meeting. Some highlights include:

- The FLA Staff has been spending a lot of time planning for Library Day. Registration is open. Please register if you plan to attend (40 registrations so far). A few USF and FSU faculty and students will be attending as well. Mark your calendars for the pre-library day webinar. Lisa and Sarah will be attending the national ALA Fly-in in DC.
- The Board meeting in February will be at FSU. Parking and details will be sent out as soon as they are available. We will have a tour of the facility thanks to Renaine.
- The elections results have been shared with Sarah and Eric and will be announced soon.
- Planning will begin taking place in the fall for the new 2020-2023 strategic plan.
- 2020 will mark the 100th anniversary for FLA (FLA was founded in 1905 but it wasn't documented so it was re-founded in 1920).
- A new intern, Gina, began this week and will be helping with many of the events.
- Planning for the Paraprofessional Certification sessions are underway.
- The FLA staff will be working in a library next week to "walk a mile in your shoes".

B. Membership report

- Membership is in a grace period right now. Those who haven't renewed by the end of the month will lapse. Please help spread the word.

C. FLA Journal

- We are planning to produce the spring journal issue in house again since the editor and advisory board won't be in place by then. They have received one application for an editor but will put out another call for editor applications and for advisory board members.

6. Business (New/Old)

A. Hurricane Michael relief efforts (Sarah J. Hammill)

- So far, we have over \$6000 collected and have two applications. A review board has been set up to look at applications. The deadline for applications hasn't happened yet. Robin asked whether any monies will be disbursed prior to the deadline. Lisa will bring up timelines with the review board.

B. Lapsed Member Incentive (Sarah J. Hammill)

- The Membership Committee is considering a small incentive to get lapsed members to renew. Some of the ideas under consideration are a discount on either membership or conference. They are also open to additional ideas. Jorge suggests a payment plan.

Would that be difficult to manage? Perhaps give an extra month or two with the renewal? The FLA staff will look into this as a possibility especially what can be done through MemberClicks. Keep in mind that we don't want to provide too large a "reward" for those who didn't renew since that would negatively impact loyal members who renew on time.

- It would be interesting to see how many of the lapsed members are in Hurricane Michael areas—that might be a reason for non-renewal because of financial hardship and might need a different response such as a hardship waiver. The FLA Staff will try to run a report by zip code to see if there are any regional trends.
 - The Membership Committee will also be sending out reminders to those that haven't renewed. Is it worth having Board members calling lapsed members especially within their own regions?
 - Some people may be waiting until conference registration to renew membership.
- C. FAME Representative on FLA Board (Sarah J. Hammill)
- Sarah has been working with Andrea from FAME. They had a discussion at ALA about how the two organizations might work together to benefit both groups. One idea is to have a non-voting liaison to each other's board. The FAME organization is happy to have a representative at FLA. There was general agreement that this is a good idea that should help with communication. Phyllis is willing to volunteer to be the FLA representative as she has experience as a school librarian. There were no objections to Phyllis being the representative.
 - Tina moved to work together for greater communication by having a representative on each other's board with Phyllis Gorshe being the initial representative. Eric seconded. No additional discussion. Motion approved unanimously.

7. Committee Reports

- Awards (Tina Neville)
 - No report, the Committee didn't meet in December.
- Advocacy & Legislative (Eric Head)
 - See above. Eric reiterated that Lisa and all are doing a wonderful job in planning and encouraged everyone to attend the January 29th webinar.
- Conference Committee (Karen Layton)
 - Karen and the committee have been very busy. There will be several new things at conference this year. Registration opens February 4.
- Continuing Education (Matt Selby)
 - Lots of great webinars coming up. The Orange County Library System will discuss new customer service policies on Feb 12 at 11:00 a.m. The Committee is still working on posters since the deadline was extended.
- Finance Committee
 - See above
- Public Library Standards Certification (Phyllis Gorshe)
 - Hasn't met since the last board meeting but will be meeting at conference
- Fundraising Committee (Sarah for Donna Vazquez)

- Planning to contact Florida businesses to raise money for the scholarships. The transition for the wine toss and 50/50 may take a bit longer than first proposed and may end up being a three to four-year transition.
- HR Committee (Eric Head)
 - Eric will be sending out an evaluation of the Executive Director soon. We will vote on Lisa's contract at the February meeting.
- Intellectual Freedom (Renaine Julian)
 - No report; he hasn't been hearing of any action by the committee.
- Leadership Development (Anne Marie Casey)
 - Haven't met in a couple of months because of scheduling issues. Sarah has asked them and the Marketing Committee to get more information out about the One Book One State.
- Library Career Development (Heather Sostrom)
 - The next meeting is on the 25th. They are working on a conference proposal about a mentoring/mentee program.
- Membership & Marketing Committee
 - Faces of Florida campaign has some updated graphics. They are working with Karen for space on the FLA site for some longer stories. They will be reaching out to lapsed members.
- Nominating (Robin Shader)
 - Thanks to the staff and committee members for getting the slate together, especially since she was tied up with Hurricane Michael issues.
- Planning (Matthew David) no report
- Scholarship
 - Working hard. The application period has closed so they are working on selecting the scholarship winners. They also plan to reach out to previous scholarship winners as a "where are you now" campaign.

8. Regional director reports

- Anne Casey: The meeting with Anne, the Volusia Library Directors, and local legislators has been postponed. Since most of the incumbents weren't elected, a January meeting seemed too soon to meet with all new members.
- Renaine Julian: The February board meeting will have two tour slots available to tour both Strozier and the Science Library.
- Heather Sostrom: Heather attended a Career Online High School event in Jacksonville.

9. Other Reports

- ALA Councilor (Sara Gonzalez)

Sara will be attending Midwinter next week. There are a few resolutions that look particularly interesting. They will be voting on the meeting room policy resolution. They have stricken the hate speech language and have solicited a lot of feedback.

- State Library (Amy Johnson)

- New Governor, a new Secretary of State and lots of new staff in the department. Amy has had a few briefings with the new Secretary. Amy's appointment has

been re-instated. She is looking forward to working with Lisa, Sarah, Eric, and Robert on legislative issues.

- They are conducting interviews for the Bureau Chief position because of a retirement.
- Thursday, Jan 24th at 2:00 p.m. she will be providing her next quarterly webinar update.
- The Career Online High School program has been very successful and they are working to maximize scholarships.
- Kathi Kromer from the ALA Office will be at the Florida Library Legislative Day.
- Amy extended an invitation to come over to the State Library on Library Day. They are willing to provide tours for those who are interested. There is also a Capital branch on the 7th Floor of the Capital building.
- Florida Civic Advancement no report
- Legislative report (Robert Stuart) no report

10. Announcements none

10. Member Comments none

11. Adjourn

Phyllis moved to adjourn. Renaine seconded. Meeting adjourned at 11:58 a.m.

Next regularly scheduled Board meeting TBD