

**Florida Library Association Board Meeting**  
**Minutes**  
**July 19, 2019, 11:00am**

**BOARD MEMBERS PRESENT**

(VM = Voting Member)

FLA Staff

Lisa O'Donnell, Executive Director  
Karen Layton, Membership/Events Manager

Voting Members

Eric Head, President (VM)  
Laura Spears, Vice President, President Elect (VM)  
Donna Vasquez, Treasurer (VM)  
Sarah Divine, Secretary (VM)  
Matt Selby, Region 2 Director (VM)  
Christine Patten, Region 3 Director (VM)  
Cheryl Wolfe, 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  
Lorrain Stinson, FAME  
Robert Stuart, Gray Robinson

**BOARD MEMBERS ABSENT**

Ava Brillat, Region 1 Director (VM)  
Sarah J. Hammill, Past President (VM)  
Leila Gibradze, FSU  
Natalie Taylor, USF

**1. Quorum and Agenda Review**

- A. Call to Order: The meeting was called to order by President Eric Head at 11:01AM
- B. Establishment of Quorum: Secretary Sarah Divine confirmed that a quorum was present at that time.
- C. Introductions: Lorraine Stinson, Representative from FAME, introduced herself.

**2. President's Remarks**

- Eric is excited to get things moving. The FLA Committee Orientation webinar was Tuesday, 7/16, and the Tips for Conference Program Webinar will be recorded next week. Conference logo is in the works.
- The 2020 Leading Forward theme ties into the strategic planning process and clarifying direction for FLA: stepping out of comfort zone, pushing boundaries, and taking libraries to new levels.

**3. Consent Agenda**

- Minutes of May 17, 2019 FLA Board Meeting (Sarah Divine)
- Matt moved to accept the agenda and Christina seconded. No discussion. Motion passed unanimously.

**4. Financial Reports (Donna Vasquez)**

- Financials as of June 30 are looking very good. Total income is currently 109% of projected. Total Expenses are 72% of projected so far this year. Conference Line 720.2 – Hotel Expenses is expected to go down due to upcoming refund and will be addressed in next report. Operations 740.8 – Bank fees

is higher than expected due to volume of credit card charges at conference. Current profits are at \$120,083, though that will change as year goes on.

- Balance Sheet & C. Money Market statement shows healthy reserves, low liabilities. Eric mentioned that FLA might be in a position to use profits rather than reserve funds for Strategic Planning Retreat.
- Cheryl motioned to approve the financial reports and Laura seconded. No discussion. Motion passed unanimously.

## **5. Executive Director Report (Lisa O'Donnell)**

- Conference expenses are still being finalized. Should be complete by end of July for next meeting. Strategic Planning Retreat logistics are in progress. Heather represented FLA at this year's SLLI graduation ceremony, presenting complimentary membership certificates to a selection of graduates. Hotel site planning for the 2021 conference is in progress. Locations around the state are being considered, and Lisa will report to conference committee. Lisa attended ALA Conference and focused on chapter leader forums and meetings, ICLAE Library Association Executives. Presented at forum about conference savings.
- Karen & Melissa are working on compiling committee information – distribution lists, Google drives, etc. They are also auditing the FLA membership database with correct data for membership recruitment and renewals.

## **6. Business (New/Old)**

### **A. Strategic Planning Retreat Survey (Eric Head)**

- If you have not already done so, submit survey as soon as possible. Good and honest feedback is appreciated about existing planning issues and areas for improvement.

### **B. ALA Advocacy Network Pilot Program (Sarah J. Hammill)**

- Sarah is absent, so Eric provided update. ALA is focusing on targeting officials from specific districts working with legislators to raise awareness and advocacy at a federal level.
- Lisa – Since this is a pilot program, timeline is not finalized. Looking for approval/consensus from participating state boards. ALA will be funding training/resources for chosen FL representative. FLA will be providing to ALA the districts we feel should be targeted. ALA would want a formal “yes” from FLA Board for participation. Point person does not have to be an FLA Board member.
- Laura asked whether the Board has approached Advocacy & Legislative Committee to consider this, as someone on that committee might be a good fit. Lisa said she would recommend reaching out to that committee if Board approves participation.
- Heather asked how this differs from Sara's current position as ALA Councilor. Lisa explained that since councilors do so much already, the advocacy person would be only focused on that aspect. Eric agreed, stating that this is a good opportunity for FLA to participate in more structured advocacy efforts. Florida is third largest state with evolving demographics, so we should be a part of the pilot program.
- Laura moved to approve participation and involving Advocacy & Legislative Committee and Matt seconded. No further discussion. Motion passed unanimously.

### **C. ListServ Policies (Eric Head)**

- Policies were handed out at the May Board meeting. We are making sure our policies are in line with best practices of nonprofit and governance organizations, protecting the communication of organizations and members.
- Lisa noted that the section regarding job placement/careers may need further editing. (Commercial messages). Cheryl said that the overall policy is good, but the “including employment” words stood out as not applying to FLA. Lisa agreed and proposed striking that phrase. Cheryl moved to strike that statement from the policy. Laura seconds that motion, as job postings on FLA listserv are a positive thing.
- Question regarding Political messages. Sometimes responses can introduce other political viewpoints. Lisa said that FLA Listservs are monitored, but we should keep worst-case scenarios in mind, including the ability to refer to the policy in case of conflicts.

- Cheryl motioned to approve the FLA Communication Listserv Policy after removing the “including employment” statement and Laura approved. No discussion. Motion passed unanimously.
- D. Proposed Policy re: Code of Conduct (Eric Head)
- Certain behaviors at events/functions are unacceptable. Need a document for protection in place in case something happens. The proposed Code of Conduct includes standard language for such policies.
  - Laura – In first set of bullets, “harassing or non-consensual photography or recording.” Is there notification at conference that photography is occurring? Is there a way for people to not participate in photographs?
    - Christine asked whether the conference is considered a public space where permission is not needed?\_Laura – Conference is not public, since people pay to attend. Lisa – hotel is private, so space is not public.\_Amy – ALA has statement on registration form making sure people are aware of photography and giving chance to opt out. Karen said that the conference photographer will ask permission when taking group photos. Eric said that the policy makes proper distinction between “harassing or non-consensual” and regular event photography\_Lisa said she will research including a photography notification as part of registration process.
  - Cheryl moved to approve the Code of Conduct document and Christine seconded. No further discussion. Motion passed unanimously.
- E. Florida Libraries Journal Editor (Eric Head)
- Lisa and Eric met with Karen Urbec, who has agreed to be the next FLA journal editor. Karen has a background in editing, publication, journal/directory design. She will bring more structure, regular columns, and peer-reviewed submissions, and plans to increase ad revenue.
- F. FLA & FSHLA Partnership (tentative)
- Not discussed.

## 7. Committee Reports (Shared Google Docs)

- A. Awards Committee (Sarah Divine)
- Monthly meetings are scheduled. First meeting will be on Monday, August 19.
- B. Advocacy & Legislative Committee (Laura Spears)
- Robert – The state legislative session is January through March 2020. Committee meetings start in September and go through end of year. This expedited timeline means everything is accelerated. Library Day is tentatively planned for January.
  - Laura mentioned that the ALA Midwinter Conference is January 24-28, 2020. Robert said that this should not affect Library Day planning, since Tuesday and Wednesday are best legislative days and the conference is over a weekend.
- C. Conference Committee (Eric Head)
- The Tips for Conference Webinar is being recorded next week. The first online meeting has taken place, and the in-person session is scheduled in Orlando the day after the Board’s Strategic Planning Session.
  - Laura presented an overview of the 2019 Conference Survey Results. Positives included the conference app, including suggestions for improvement such as making the Scavenger Hunt accessible outside of the app. Negatives included many things we cannot change, some related to the hotel such as availability of breakfast options.
- D. Continuing Education Committee (Matt Selby)
- Chair will be scheduling monthly meetings shortly. Public Speaking webinar proposed for August, working with Toastmasters group.
- E. Finance Committee (Donna Vasquez)
- Conference numbers are being updated, following year-end projections, then 2020 budget. FLA Office is in need of furniture – this will be discussed by the Board at a future meeting.
- F. FL Library Public Standards/Certification (Cheryl Wolfe)

- Reached out to Chair and Vice Chair, will be scheduling meetings soon. Committee is recommending not to revise standard for collection size at this time. Recommending changing standards for number of professional librarians based on population.
- G. Fundraising Committee (Donna Vasquez)
  - Doodle poll has gone out for meetings. Eric mentioned working towards blending Fundraising and Scholarship Committee work.
- H. HR Committee (Laura Spears)
  - Laura and Eric will meet to discuss.
- I. Intellectual Freedom Committee (Renaine Julian)
  - No updates from Renaine. Eric mentioned looking into general responses to requests regarding privacy issues.
- J. Leadership Development (Christine Patten)
  - Reached out to Chair.
- K. Library Career Development (Heather Sostrom)
  - Next meeting is July 26<sup>th</sup>. They reviewed information from the Conference; mentoring program, etc. Looking at some new ideas - webinars, mentor meet-ups, want to work in collaboration with other committees.
- L. Membership & Marketing Committee (Heather Sostrom)
  - Committee will have first meeting on Wednesday August 7 from 2:30 – 3:30. They will meet the 1st Wednesdays of each month.
- M. Nominating Committee - Board Election Results (Sarah J. Hammill)
  - No updates (Sarah Absent)
- N. Planning Committee (April Frazier, Committee Chair)
  - No updates (April Absent), but April will be at Strategic Planning Session.
  - Planning Committee is made up of Committee Chairs and Vice Chairs.
- O. Scholarship Committee (Ava Brillat)
  - Ava is absent for this meeting, but has met with Lisa and Karen about working with Fundraising and planning activities at President's Reception

## 8. Regional Directors Reports

- Region 1 (Ava Brillat) – No updates.
- Region 2 (Matt Selby) – No updates.
- Region 3 (Christine Patten) – No updates.
- Region 4 (Cheryl Wolfe) – No updates.
- Region 5 (Heather Sostrom) – No updates.
- Region 6 (Renaine Julian) – No updates.

## 9. Other Reports

- A. Report - ALA Councilor (Sara Gonzalez)
  - Sara Absent
- B. State Library (URL Division Update) (Amy Johnson)
  - Met with SLLI Graduates for short Q&A Session, emphasized importance of networks and associations within the state. Formal thanks to Eric for serving on State Library Council. Laura Spears is now being appointed to the position. Legislative sessions in January are just around the corner, and Amy would like to host Library Legislative Day event in Tallahassee. The State Library Division is gearing up for fall meetings starting in early September and hosting the Public Library Directors Meeting in November. The next division update (quarterly webinar) will be September 18<sup>th</sup>. Conference calls are scheduled continuing regarding state resources sharing (ILL alternative).

## 10. Announcements/Member Comments

- None

## 11. Adjourn

- The meeting was adjourned by Eric at 12:30pm. Matt moved to adjourn the meeting and Laura seconded. Motion passed unanimously.
- Next FLA Board Meeting Date is August 16