

Florida Library Association Board Meeting

Minutes

March 15, 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)

Donna Vazquez, Treasurer (VM)

Tina Neville, Secretary (VM)

Jorge Perez, Region 1 Director (VM)

Matt Selby, Region 2 Director (VM)

Phyllis Gorshe, Region 4 Director (VM)

Non-voting Members:

Lorrain Stinson, FAME

Leila Gibradze, FSU

Robert Stuart, Gray Robinson

Amy Johnson, State Library of Florida

JungWon Yoon, USF

BOARD MEMBERS ABSENT:

Robin Shader, Past President (VM)

Anne Marie Casey, Region 3 Director (VM)

Heather Sostrom, Region 5 Director (VM)

Renaine Julian, Region 6 Director (VM)

Sara Gonzalez, ALA Councilor (VM)

1. Quorum and Agenda Review

- A. Call to order: The meeting was called to order by President Sarah Hammill at 11:05 a.m.
- B. Establishment of quorum: Secretary Tina Neville confirmed that a quorum was present.
- C. Introductions: Sarah welcomed Lorraine Stinson who will be attending our FLA meetings as the liaison from FAME.

2. President's remarks (Sarah Hammill)

- Library Days in Tallahassee were a great success. Many thanks to the FLA office and all of their hard work.

- Lisa and Sarah went to Washington D.C. for the ALA fly-in to advocate for LSTA and IAL funding. Sarah sent an email to the FLA list earlier this week to remind everyone to contact their federal legislators since funding for libraries isn't in the budget. More information will be coming from ALA.
- Sarah reminded everyone to enter the cocktail/mocktail contest.
- Strategic planning and certification discussion will be coming up later in the meeting. Sarah highlighted the importance of this for the health of our organization.

3. Consent Agenda.

Donna moved to accept the February 18, 2019 minutes as submitted. Jorge seconded. No discussion. Motion passed.

4. Financial report (Donna Vazquez)

- Donna presented the financial report as of February 28, 2019. About 94% of the budgeted membership revenue has come in. Business memberships are down a bit but organizational memberships are up. Conference revenue is just beginning.
- The money market numbers on the balance sheet have not been updated but will be reflected in the next report. The balance sheet shows that everything is very healthy.
- Tina moved to accept the financial report. Eric seconded. No discussion. Motion passed.

5. Executive Directors report (Lisa O'Donnell)

- Lisa echoed Sarah's sentiments about Library Day. She feels it was very successful and we made some important contacts. Several attendees received thanks from the legislators for taking the time to meet with them. Thanks also to Gray Robinson for their help with everything.
- Lisa shared a thank you note from the Calhoun County cooperative for the disaster relief funds that they received. She also thanked everyone on the review committee for helping with the disbursement. FLA also received a thank you from Gasden County that Lisa will share later.
- The paperwork is up-to-date for the corporation. (see document 5A)
- The capital hill fly-in was very well run. ALA tried a different format this year since the annual conference takes place in D.C. this June. The fly-in was very targeted. ALA did a great job facilitating meetups with key legislators. They have created some great relationships with the staffers in key legislative offices. Attendees were asked to contact their appropriators regarding federal library funding and those letters went out this week.
- In collaboration with FAME, Lisa also spent a good bit of time this month on the instructional materials bill. FAME's lobbyist is also a long-time educator so he knows the issues first-hand.
- The FLA office is starting to receive conference materials. Please register if you haven't yet.

6. Business (New/Old)

A. Strategic Planning and Certification (Eric Head)

- Eric provided a general overview of the upcoming planning issues. The association is due for a new strategic plan and will also be working on a new certification program. We have a quote for \$12,000 plus \$2000 for expenses to help us with this process. Eric feels this will be

good value for the money. It is his experience that creating a good strategic plan requires a lot of staff effort and having objective outside expertise in facilitating the process will also be helpful. The certification program will also include a lot of parts so having experts will be useful for that as well. This is a good investment in our future.

- Sarah supports everything that Eric has mentioned. She is familiar with the organization under discussion and they have a very good reputation and are located in Tallahassee. It has been her experience that having an outside firm allows for a much better final plan. Also, keep in mind that the certification will be bringing in money in the long run.
- Lisa commented that, after the strategic plan is completed, the consultants will have a very comprehensive view of FLA which will be helpful for creating the certification process.
- Eric moved to offer the contract to Partners in Association Management as presented here. Tina seconded. No discussion. Motion passed.

B. Instructional Materials bill (Sarah J. Hammill)

- Sarah presented an overview on the latest instructional materials bill at the state level. FAME and FLA and their respective lobbyists are watching this carefully as there is a lot of language of concern in the current version. We are following FAME's lead on this. Lorraine commented that their initial reaction was to address this immediately but their lobbyist recommended that they watch it for now but have a letter ready to send as soon as it seems most appropriate. FAME representatives will be in Tallahassee later this month. A letter from Sarah, Eric, Lisa and Ray has been prepared that can be sent out if FAME asks.

C. LSTA / IAL Dear Appropriator Letters (Lisa O'Donnell)

- Lisa shared an example of the letter that was sent to legislators regarding the budget concerns. They used a template from ALA and customized it for Florida. The letters went out yesterday. Florida was one of the first states to answer ALA's call and was thanked by the ALA Advocacy office.

D. Request RE: FLA Archive

- Barbara Stites sent an email to Lisa expressing concern that we keep the FLA archives alive and well. Lisa is working on a plan for addressing this issue and re-establishing contact with the USF Tampa Library who currently holds the FLA archives. Sarah suggested that, if necessary, we could create a task force to help out and ask for archive experts from the membership.

7. **Committee Reports**

• Awards (Tina Neville)

The awards committee met on March 4th to discuss the review process. They will meet on March 18th to make their final decisions.

• Advocacy & Legislative (Eric Head)

The group hasn't met since Library Days. More thanks to the FLA Staff. It was the best Library Day in some time.

• Conference Committee (Sarah Hammill and Karen Layton)

The committee is hard at work and the conference will be great. Sarah gave a plug for the laughter yoga session on Thursday from 11-12:30. Registrations are coming in. The hotel room block has almost been met.

• Continuing Education (Matt Selby)

- Poster decisions have been made and they are finalizing the "What we learned from last year" (formerly Conversations That Matter) program.

- There is another webinar coming up on April 3 which will be the last before conference.
- Finance Committee
See above
- Public Library Standards Certification (Phyllis Gorshe)
The committee met on February 26th. They have been tweaking the standards after the last big update in 2015. The meeting at conference will be a working meeting. The group will be glad to hear about the new FLA strategic plan that can be incorporated into their work.
- Fundraising Committee (Donna Vazquez)
The committee met a few days ago and discussed the coordination of the 50/50 and the wine-toss as well as how to handle the money jacket event.
- HR Committee (Eric Head)
No updates
- Intellectual Freedom (Sarah for Renaine Julian)
No updates
- Leadership Development (Sarah Hammill for Anne Marie)
 - The FLA/SEFLIN out of the box speaker event had small attendance but was well received and they are working on future events.
 - The group is also working on the One Book One State program for conference.
- Library Career Development (Sarah for Heather Sostrom)
 - Everyone should have seen emails on the FLA list about the mentorship program which will coincide with conference. Please join if you are interested.
- Membership & Marketing Committee (Sarah and Karen for Heather Sostrom)
 - The committee went through those that hadn't renewed their membership from last year and emailed all of them.
 - They also launched their member spotlight initiative this week. Nominations for new spotlights can be made on the FLA website.
- Nominating Committee (Sarah for Robin Shader)
The election results were presented at the February board meeting.
- Planning
No report
- Scholarship (Jorge Perez)
 - They will be meeting next at conference to ensure that everything is organized for the President's reception.
 - They have been advertising for basket donations and contacting vendors.
 - The committee is looking for a new vice chair.

8. Regional director reports none

9. Other Reports none

State Library (Amy Johnson)

- Many thanks for a great Library Legislative Day. Great energy and stories. The meetings went very well. Thanks again to the FLA Staff.
- Work is just beginning since we are only in the second week of the session.
- Amy enjoyed the new and very informative FLA newsletter.

- Florida book awards were announced this week.
- The State Library Council meeting will be on April 30 and May 1.
- The next Career Online High School graduation will be April 2nd.
- Thanks for allowing Kathi Kromer (ALA advocate) to participate in Library Day. She commented to Amy that Florida has provided the most opportunities for her to participate with a state organization.

Robert Stuart (Gray Robinson)

- The most important thing legislators are working on right now is the budget. Robert anticipates that by the end of the 4th week of the session we should start to see the budget bills coming forward. He spoke to the chairs of the sub-committees that relate to library funding and issues. Initial appropriations may be similar to last year. Increases, if they come, are often allocated later in the session.
- Robert will meet with Lisa to get up to speed on the instructional materials bill.

ALA Councilor

no report

10. Announcements/Member Comments

None

11. Adjourn

Phyllis moved to adjourn. Matt seconded. The meeting was adjourned at 12:02 p.m.

Next regularly scheduled Board meeting is TBD