

MPLA Executive Board Meeting DRAFT Minutes

via Conference Call

December 5 2013, 2:00 pm - 3:30 pm CST

Members Present: Wendy Wendt, Annie Epperson, JaNae Kinikin, Melissa Clark, Judy Zelenski, Abby Moore, Dan Chaney, Roy Degler, Aubrey Madler, Dan Stanton, Tiffanie Wick, Daniel Hretton, Norma Glock, Jake Rundle, Ellen Fockler, LeAnn Weller, Paulette Nelson, Leslie H. Langley, Brenda Hemmelman, Ruby Cheesman, Stephen Boss, Mary Ann Thompson, Nicole Sump-Crethar, Adriane Juarez, Anali Maughan Perry, Danielle P. De Jager-Loftus, Eileen Wright, Tom Taylor, Robin Brooks Clark

1. Welcome and call to order:

- Meeting was called to order at 2:02pm CST by MPLA President Wendy Wendt.
- Wendt called the roll.
- Approve/Amend Agenda
 - Wendt asked for amendments to the agenda.
 - Wendt indicated that an item ('Archive Subcommittee') should be added to the President's report.
 - Stephen Boss moved to approve the agenda, and Ellen Fockler seconded.
 - Motion passed.
- Approve September 27, 2013 Board Meeting Minutes
 - JaNae Kinikin moved to approve the minutes as posted, and Ruby Cheesman seconded.
 - Motion passed.

2. Officers and Paid Staff Reports: *(Note: Those items with a * have discussion/actions items to present. All other reports will be accepted electronically without further discussion)*

- ***President** – Wendy Wendt
 - A revised contract with the YMCA of the Rockies in Estes Park, CO has been signed that reflects the new date for the Leadership Institute (April 27-May 2).
 - The Executive Board retreat has also been removed from this new contract.
 - MPLA's finances may not allow for the mid-year Board retreat discussed during the September 27, 2013 meeting.
 - Donations and sponsorships for the Leadership Institute are less than those received for the 2012 Institute.
 - Although the committee may still secure additional funding, it is likely that we will need to dip into cash reserves to cover expenses.
 - A Board retreat would require additional borrowing from cash reserves.
 - Kinikin addressed this issue in greater detail later in the meeting in the Past President's report.
 - Archive Subcommittee
 - Wendt asked for an account of the historical practices of archiving MPLA's records and any discussions that have previously occurred regarding archiving online, as opposed to in print.
 - Print archives of MPLA's records are held by the Denver Public Library.
 - Several years ago an initiative to send paper copies of the board reports to the archive was created and promoted.

- The website is periodically backed up to CD and sent to the archive.
 - When the newsletter was print-only, the archive was very important for storing copies for future reference.
- The issue of whether we still need to archive documents in print was raised.
 - Conference materials may be worth archiving, because not all state associations maintain their conference websites long term.
 - Copies of the newsletter may be worth archiving.
 - Online or digital archives face a number of problems.
 - Changes in standards and file formats may render digital files unreadable without regular migration.
 - Changes in storage media and hardware may also render files unreadable over time.
 - Some organizations are already having problems accessing archived digital documents.
 - There are options available for handling some of the issues of digital archives.
 - Ex. Fedora (Flexible Extensible Digital Object Repository Architecture) for digital preservation and Drupal for online access
 - Current manual of procedures should also be periodically archived.
 - Wendt formed a subcommittee to explore what documents should continue to be archived and how that archive should be maintained.
 - Mary Ann Thompson and Stephen Boss will work together on this subcommittee.
 - Thompson and Boss will ask others for help as needed.
- ***Vice President** – Annie Epperson
 - Report on AzLA joint conference
 - AzLA's conference this year was held at the Radisson Fort McDowell Resort & Hotel Casino on the outskirts of Phoenix.
 - 2014 joint conference with AzLA will be held in the same venue.
 - Attendees of this year's AzLA conference expressed quite a bit of interest in MPLA attending next year.
 - Attendees of the 2013 SDLA/NDLA/MPLA Triconference liked having meals included in the registration fee, and the organizers may do this again at the 2014 conference.
 - Dan Stanton gave his report on the 2014 AzLA/MPLA joint conference at this time.
 - Ginny Pannabecker is serving as conference co-chair, and the new president of AzLA, Ann Boles, will likely be heavily involved in conference planning.
 - A team has already begun working and is looking at possible speakers.
 - The theme being discussed is 'Best of the West.'
 - A One Book, One Conference program is being considered.
 - Final decision is waiting on feedback from AzLA.
 - Committee is soliciting titles – should be related to the West.
 - Hotel room rates should be around \$119-129.
 - The hotel does not offer a shuttle service to/from the airports, and it is some distance from them.
 - Arrangement committee is looking into transportation to/from the hotel.
 - AzLA's contracting with Amigos for conference planning help was brought up.
 - Concerns about the price and who would be paying for it were expressed.
 - Clarification on this issue may need to be made.
- ***Past President** – JaNae Kinikin
 - Kinikin prepared a budget for 2014 and distributed it before the meeting.

- The draft sent to the entire Board does include a Board retreat, but it may need to be cancelled if sufficient donations and sponsorships for the Leadership Institute are not secured.
- A substantial amount will need to be borrowed from cash reserves to balance the budget, and this amount could be minimized by either cancelling the Board retreat or securing additional donations and sponsorships for the Leadership Institute.
- No conference income is recorded for this year.
 - Income from both the 2012 MPLA/NLA/NSLA conference and the 2013 SDLA/NDLA/MPLA conference was included in the 2013 budget.
 - The 2014 AzLA/MPLA conference will be held late in the year, and the income from it will appear in the 2015 budget.
- The amount devoted to professional development grants has been reduced this year.
- A final decision of whether to hold the Board retreat will need to be made soon, because rooms for Board members will need to be reserved.
- Bringing in more income should be made a priority.
 - Leadership Institute Sponsorship
 - Anali Perry met with a representative of Innovative Interfaces to discuss their sponsorship.
 - They are interested in sponsoring the Institute at the \$8,000 range, but they would like something in return.
 - They would like one of their staff to attend a day or two of the Institute and have 15-30 minutes of Institute participants' time for a focus group on the future of libraries.
 - For the 2012 Institute, Innovative donated \$15,000 in exchange for a 1 hour focus group with participants and other involvement with the Institute.
 - A participant in the 2012 Institute commented that the focus group was well run and was an interesting discussion.
 - The session at this year's Institute would be at the beginning of the week, which is a time when Maureen would be there and would take away from participants' time with her.
 - It was agreed that the deal was still in our best interest.
 - Perry will work on finalizing the sponsorship.
- Jake Rundle moved to approve the budget as is, and it was seconded by LeAnn Weller.
- Motion passes
- Staff Evaluation Report
 - The Administration Committee discussed evaluations of the Executive Secretary, Newsletter Editor, and Webmaster and recommended reappointment of all three.
 - Annie Epperson moved to reappoint the staff, and it was seconded by LeAnn Weller.
 - Motion passed
 - Judy Zelenski will send Wendt sample contracts, and Wendt will take care of the contracts for reappointed staff.
- Rescheduling of Legal Resources Webinar
 - January 15th and January 29th at 12pm Nevada/1pm MT/2pm CT were identified as the best days to reschedule the webinar.

- Kinikin will check with the speaker to see which date works better for her and send out the final date.
- **Recording Secretary** – Melissa Clark
- ***Executive Secretary** - Judy Zelenski
 - Taken out of context, our yearly budgets can look unbalanced and unstable, but income and expenses even out over time.
 - Increasing membership is something we need to work on – new members bring in both income and energy.
 - Board members have a responsibility to spread information about MPLA and recruit members.
- ***Leadership Institute Coordinator** - Aubrey Madler
 - Madler and the Leadership Institute Committee are working on securing large sponsorships, but smaller donations from individuals and institutions are also welcome.
 - Board members were asked for help contacting other MPLA members, their institutions, Friends of the Library groups, etc. about small donations.
 - Kinikin recommended putting together a Google Doc (or something similar) to track who has been contacted about donations.
 - The Committee has a Google Site with an input form and spreadsheet that they have been using to track sponsorship contacts.
 - Perry will send out the site’s link to the Board to use to record their contacts as well.
 - Board members contacting their local representatives to ask about donations from the vendor was discussed.
 - Also discussed was whether past-participants of the Leadership Institute should be contacted for donations.
 - Some prefer not to single out past-participants and make them feel guilty about not donating.
 - Instead the MPLA membership at large should be contacted for donations.
 - Many past-participants are not MPLA members.
 - Others feel strongly that past-participants should be contacted.
 - Participants should expect to give back to the organization in some way after attending the Institute.
 - Adriane Juarez is the primary contact for sponsorships, and Board members can contact her or Perry with questions.
- ***Newsletter Editor** – Abby Moore
 - Board members were asked to submit story ideas and copy for the next newsletter as soon as possible.
 - Moore also indicated that she welcomes suggestions and constructive criticism.
 - Zelenski emphasized that Board members are responsible for submitting information to Moore.
- ***Webmaster** - Dan Chaney
 - Dan Chaney has analyzed some Facebook demographics and usage statistics and sent them out in his report.
 - There was quite a bit of activity during conference, and this may be an opportunity to reach people that we can take advantage of in the future.
- **Systems Administrator** - Roy Degler

3. **Committee Reports:** *(Those items with a * have discussion/actions items to present. All other reports will be accepted electronically without further discussion.)*

- **Awards** – Mary Ann Thompson

- ***Bylaws and Procedures** – Robin Brooks Clark
 - Nothing was added to submitted report.
- **Communications** – Nicole Sump-Crethar
- **Nominating Committee** – Eileen Wright
 - Candidates for the next election were recruited at the 2013 conference.
- ***MPLA Leadership Institute Committee** - Adriane H. Juarez / Anali Perry
 - A meeting to finalize the list of attendees was scheduled for the following week.
 - Madler will notify applicants of their status by December 15th.
- **Professional Development** – Tom Taylor
 - A committee meeting was scheduled for the following week.
 - Focus this year will be on promoting the professional development grants.
- ***Membership** – Danielle de Jager-Loftus
 - Plan to increase membership – Each-One-Reach-One Campaign.
 - Timing for the campaign was discussed.
 - Half-price membership as an incentive for joining.
 - Membership fee for new members is always half-price.
 - Whether to also offer lapsed members half-price membership was discussed.
 - Additional fundraising idea – grocery gift card campaign.
 - Stores involved are Kroger and their subsidiaries (City Market, King Soopers, Dillon, Smith’s, and possibly others)
 - Procedure:
 - MPLA purchases reusable gift cards.
 - We sell them at face value.
 - MPLA receives a percentage when users add money to the card to reuse it.
 - Since these stores are only located in some of the member states, we will promote it only in those states with participating stores.
 - State associations may also be engaging in this form of fundraising, and we may need to check to ensure that we are not hindering their efforts.
 - If the grocery gift card campaign is successful, we may look into other stores and their cards (Target, etc.).
 - Danielle de Jager-Loftus will work on organizing this fundraiser, with the help of Zelenski as needed.

4. State Representatives: *(Note: Those items with a * have discussion/actions items to present. All reports will be accepted electronically without further discussion.)*

- ***Arizona** – Dan Stanton
 - Due to Stanton’s need to leave early, his report on the 2014 AZLA/MPLA joint conference was given earlier in the meeting during the Vice President’s report on the AzLA joint conference.
- **Colorado** – Tiffanie Wick
- **Kansas** – Dan Ireton
- **Montana** – Norma Glock
- **Nebraska** – Jake Rundle
 - The latest issue of Nebraska Libraries, a publication of the Nebraska Library Associations is now available (<http://digitalcommons.unl.edu/neplib/>).
 - Submissions from non-NLA members are welcomed.
- **Nevada** – Ellen A. Fockler
 - Mary Scott Wallace (Scottie) will be taking over as the Nevada State Representative.

- Fockler expressed her appreciation to everyone and that her service on the Board has been enjoyable.
- The Board thanked Fockler for her service.
- [New Mexico](#) – LeAnn Weller
- [North Dakota](#) – Paulette Nelson
- [Oklahoma](#) – Leslie Langley
- [*South Dakota](#) – Brenda Hemmelman
 - SDLA/NDLA/MPLA Tri-Conference was great, and MPLA received about \$12,000 from it.
- [Utah](#) – Ruby Cheesman
- [*Wyoming](#) – Stephen C. Boss
 - The 2015 WLA/MPLA joint conference will be held in Cheyenne, WY on Sept 23-25, 2015.
 - The venue has been chosen and will be the Little America Hotel & Resort.

5. Final Announcements:

6. Next Board Meeting: March 2014???

- A Doodle poll will be sent out to set the date and time.

7. Adjournment:

- Rundle moved to adjourn the meeting, and Fockler seconded.
- Motion passed.
- Meeting was adjourned at 3:33pm CST.

Respectfully submitted by Melissa Clark, Recording Secretary