

Draft Minutes - MPLA Executive Board Meeting
January 14, 2009 Conference Call 1 pm MST; 2 pm CST

MPLA Executive Board – January 14, 2009 Meeting

Welcome and call to order:

Present: Rob Banks, President; Julie Beno, Nebraska Rep; Dana Braccia, new Arizona Rep; Dan Chaney, Webmaster; Betty Dance, Bylaws Subcommittee; Roy Degler, Portal Administrator; Annie Epperson, Recording Secretary; Florica Hagendorn, new Nevada Rep; Wayne Hanway, Past President; Basha Hartley, Membership Committee; Pam Henley, Montana Rep; Dorothy Horan, Utah Rep; Mary Katherine Katzer, Colorado Rep; JaNae Kinikin, Awards Committee; Connie Lamb, Professional Development Committee; Elvita Landau, South Dakota Rep; Dorothy Liegl, Nominating Committee; Janet Mastalir, outgoing Nevada Rep; Debbie McCarthy, Wyoming Rep; Barbara Ray, Oklahoma Rep; Lynette Schurdevin, New Mexico Rep; Mary Ann Thompson, Communications Committee; Eileen Wright, VP/President-Elect; Judy Zelenski, Executive Secretary & Newsletter Editor

Not present: Susan Moyer, Kansas Rep; Al Peterson, North Dakota Rep.

Minutes of the October 11, 2008 Meeting. Webmaster Dan Chaney added a forwarded draft of the minutes to the website as discussion proceeded. It was decided by consensus that review and approval of the minutes would be postponed until the next board meeting in Wichita on March 31. Two changes were noted in advance: The meeting in Wichita will be March 31 and Eileen Wright is Vice-President/President-Elect, changes which webmaster Dan Chaney instantly made on the website file.

Officers and Paid Staff Reports:

President: Rob Banks reported that he has signed the YMCA of the Rockies contract for the 2010 MPLA Leadership Institute. He has also checked with Maureen Sullivan who has been the Institute's facilitator in the past. She is available and will not increase her previous rates.

The Leadership Institute Task Force, headed by Dorothy Liegl is working on details including Coordinator's role and recruitment and goals. Dorothy reported that she is seeking input, especially from states which have leadership institutes. Send information to her at strictlyliegl@msn.com.

The North Dakota Library Association and South Dakota Library Association sent a letter of invitation for a joint tri-conference in 2013.

Motion: Wayne Hanway moved to accept the NDLA/SDLA invitation for a joint conference with MPLA in 2013 to be held in early October in Sioux Falls.

Second: Betty Dance

Passed

Vice-President/President Elect: Long Range Plan: Eileen Wright explained that the Long Range plan was originally a five-year plan done in 2004 and updated annually since then. Board members made suggestions for updates at the October 11, 2008, which Eileen incorporated into the plan presented.

Motion: Eileen Wright moved to accept the MPLA Long Range Plan 2004-2009 as submitted. Second: JaNae Kinikin

Passed

KLA/MPLA Joint Conference: Eileen reported on the upcoming joint conference with KLA in Wichita. Registration is up and running. There are 6 preconferences priced at the low cost \$15 or \$25, plus great authors and innumerable programs. There was a question about one hotel listed which was unaware of the conference. Eileen and Rob will check into this. Rob added that the conference layout will focus on offering participants a continuous experience based on interests. Programs with the same focus will be given in the same rooms during the entire conference. Dan said that conference handouts will again be available on the MPLA website and they should be sent to him for posting.

State Conference Visits: Eileen reported that she will visit four state conferences during her Presidential term: Oklahoma, Nevada, Nebraska, and Colorado. It is customary for each President to visit four conferences so over a period of three years every state will be reached.

Committee Appointments: Most Committee appointments for the next term have been made. Eileen will be contacting State Reps regarding the Nominating Committee.

Past-President: 2009 Budget: Wayne Hanway explained changes in the revised 2009 Budget as webmaster Dan Chaney instantly added a forwarded file to the website for viewing. Changes include adding amounts in advance of the 2010 MPLA Leadership Institute. Fundraising or donations will be required to meet expenses.

Motion from the Administration Committee: To approve the 2009 revised budget as presented.

Passed

Motion from the Administration Committee: To authorize the President to sign 2009 contracts for the following: Executive Secretary - \$11,000 salary, annual contract; Newsletter Editor - \$1,700 stipend, annual contract; Webmaster - \$2,000 stipend, annual contract; Portal Administrator - \$950, 6-month contract

Passed

Executive Secretary: Budget Report: Judy Zelenski pointed out that the difference between 2008 and 2007 totals is largely due to Leadership Institute not being held in 2008. The significant income differences to note are: Dues around \$6000 less in 2008; Conference income \$6500 less in 2008; Interest \$1300 less in 2008. She noted that the net income from fundraising was \$113, mainly from the raffle at the ULA/MPLA conference. Lapel pins cost \$336 and sales have been \$320. They will be offered for sale at the Kansas conference.

Statistical Report: Judy said she sent lists of non-renewals to each State Rep. MPLA is gaining some new members. She feels there is a lot to be done in terms of membership recruitment that could gain new members. She will be developing lists of potential new members and will work with Rob and Basha.

Newsletter Editor: Judy Zelenski reported that as of January 13, the day before this meeting, MPLA's printer National Hirschfeld went out of business. It was a surprise to the 250 employees who were notified in the morning and let go the same afternoon. She will look for a new printer immediately, but format and turn-around time is in question at the moment.

Portal Administrator: Roy Degler asked board members to post on the MPLA Soapbox to encourage its use for communication.

Committee Reports:

By-Laws and Procedures: Betty Dance explained that the Manual of Procedure will be updated with all changes by the April conference.

Motion: Bylaws and Procedures Subcommittee moved acceptance of the following wording for Section 6 of the Manual of Procedure related to the Nominating Committee: "The committee consists of a committee member from each state, and each member could be a current state representative, a former state representative, or a current board member from that state."

Passed

Communications Committee: Wikipedia entry: Mary Ann Thompson asked for guidance on a proposed Wikipedia entry for MPLA. The consensus was to keep it a simple description with links to the website for more information. Roy Degler mentioned that according to the rules it should not be an advertisement or promotion. He also mentioned that it can be set up to send alerts to someone when the entry is changed.

Portal promotion: Mary Ann discussed promotion of the Portal, and mentioned that board members need to start using it. Judy suggested an FAQ would be helpful. Dan said it would be possible to put a ticker on the website noting posts from the portal. Wayne suggested incorporating a program on the portal into the membership meeting as well as a new member event at the upcoming conference. Eileen said it could also be presented at the roundtable and will be on a computer at the MPLA booth. Roy suggested that everyone at the conference post a blog entry about the conference in Soapbox and Talk. Dan can feature the portal on the website and set up a secondary page for it. Roy knows of an FAQ program knowledge-based tool. Judy asked about setting up e-mail. Roy polled the board to find out what e-mail programs were generally used and will send out instructions. A link to use is mpla.us/roundcube, or use the 2.0 link on the website and login to use e-mail.

Nominating Committee: Dorothy Liegl reported that one person needs to pay dues in order to run for office, and when that happens Judy will notify her so the slate of officers can be presented. Nominees are asked to send information to Judy.

Professional Development Committee: Connie Lamb reported on the committee's work during the year. Three preconference grants were awarded. Eight professional development grants were approved, with four carrying over into 2009. The committee re-wrote the pre-conference grant information for the website and Connie is currently redoing the CE page which she will send to Dan for the website. While there was more advertising of the grants than usual, there was grant money left over at the end of the year. Rob said he was appointing the new committee for the calendar year 2009 and was waiting on responses from contacts.

Pre-conference fees: Connie brought a question to the board regarding grant requirements for pre-conference fees. Grant recipients are required to offer 15% reductions in fees to MPLA members. However, the Utah Library Association has chosen not to charge fees for pre-conferences and asked if that met the requirements for a grant application. It was the consensus of the board that states may apply for pre-conference grants even if they do not charge for pre-conferences.

Membership Committee: Membership recruitment: Basha Hartley mentioned that budgets are tight and some may be waiting to renew their memberships. She said she was not sure how to encourage membership. Wayne suggested reminding people that MPLA is a bargain compared to any other association. Unique qualities of MPLA are also a selling point.

MPLA shirts: Basha reported on offering shirts, either broadcloth or polo style, with the simplified website logo in embroidery for pre-order by our membership. The cost is unknown at this time, but is expected to be between \$20 and \$30. Judy asked if people would pre-order if they didn't know the cost. Basha suggested giving a price range, having pre-orders sent without money, and then getting back to people with the final cost. It was decided to have the pre-order forms on the website along with photos of the shirts. Publicity would be by e-mail since the Newsletter will not be distributed in time for a major promotion. Wayne suggested including a "teaser" in the newsletter pointing to the website for information.

State Representatives:

Dana Braccia asked if there were any arrangements for partnerships with state associations in which people could join the state association and MPLA at the same time, paying once. She also asked about services which MPLA could offer as membership benefits, mentioning the possibility of resume-reviewing by association members. Rob said the idea of having someone from out-of-state to review a resume would be attractive to many. Dana volunteered to put together a proposal. Wayne suggested offering it at the Kansas conference. Rob and Eileen will look into conference possibilities.

Florica Hagendorn asked if a membership brochure was available for downloading in order to encourage membership in her state. There is a brochure on the website – direct link is <http://www.mpla.us/committees/pubrel/MPLA%20brochure.pdf>.

Announcements:

The KLA/MPLA joint conference begins at noon, Wednesday, March 31. The MPLA Board meeting will be 1-5 pm, with the room to be announced. The conference ends at noon on April 3. The MPLA membership meeting will be that morning.

Rob volunteered to help with membership contacts.

Judy said she will be sending a display itinerary to state reps. There are four conferences which will be held at the same time in April so all displays will be needed.

Next Meeting: Wednesday, March 31, 1-5 pm in Wichita, KS.

The meeting was adjourned at 2:45 pm MST; 3:45 pm PST.