

**MPLA Executive Board Meeting  
November 16, 2015  
10:00 a.m. Central Time  
Zoom Videoconference**

<b>PRESENT</b>			
<b>Name</b>	<b>MPLA Position</b>	<b>Name</b>	<b>MPLA Position</b>
Eric Stroshane	President	Stephen Boss	Nominating Chair/WY Rep
Mickey Coalwell	Vice President/President Elect	Kris Johnson	Professional Development Chair
Annie Epperson	Past President /Admin Chair	Ellen Fockler	Membership Chair
Melanie Argo	Recording Secretary	Diana Weaver	KS State Rep
Judy Zelenski	Executive Secretary	Jake Rundle	NE State Rep
Aubrey Madler	Leader Institute Coordinator	John Crocket	NV State Rep
Amadee Ricketts	Newsletter Editor	LeAnn Weller	NM State Rep
Patricia Frade	Awards Chair	Tim Miller	OK State Rep
Dan Ireton	Bylaws and Procedures Chair	Brenda Hemmelman	SD State Rep
Tina Walker	Communications Chair	Robert Shupe	UT State Rep
		Dale Savage	AZ State Rep

**Welcome and Call to Order**

President Stroshane called meeting to order at 10:01am

**Announcements**

Stroshane commented on the upcoming conference schedule:

- 2016 Loveland, CO – October 20-22<sup>nd</sup>
- 2017 Tahoe, NV
- 2018 Wichita, KS
- 2019 Possibly Utah?

**Approve/Amend Agenda**

Stroshane stated one amendment:

Communications Report moved to after the Actions Items

A MOTION was made by Rundle. SECONDED by Shupe. The amended agenda was APPROVED.

**Action Items**

- September 23, 2015, Executive Board meeting minutes  
Argo stated one amendment: Souice position revision to co-chair

A MOTION to approve amendments was made by Fockler. SECONDED by Shupe. The amended minutes were APPROVED.

- September 24, 2015, Executive Board meeting minutes

A MOTION to approve was made by Weller. SECONDED by Coalwell. The minutes were APPROVED.

- Invitation to hold our 2019 joint conference with the Utah Library Association

Stroshane recognized and appreciated invitation and asked for input from UT rep, Shupe who stated ULA president wants MPLA. Appreciated consideration and feel welcome to come.

Johnson asked when were we last in UT and is there some kind of procedure to make sure that other states have an opportunity or is it first come first serve. Zelenski stated that there is a general rotation that goes by Spring/Fall conference schedules and every joint conference with a state is every 10-12 years and that is because sometimes there is a tri-conference like with ND and SD. Stroshane stated we were last in UT in 2008.

Fockler asked if there has been any discussion about where the conference would be held. Shupe stated that far out it has not been discussed. Coalwell stated that he thinks UT is a great idea. Johnson asked if UT was willing to make accommodations with Salt Lake City as a location in terms of easier travel. Shupe stated that he would definitely make that recommendation to ULA Board and thought that they would be willing.

Shupe brought up that UT conference is on the spring cycle. Not sure about rotation between fall and spring conferences. Rundle asked if we would then wait 18 months between conferences. Zelenski stated that in the past that decision is made by the board and when we switch cycles this is always an issue and that UT would begin the spring cycle. The list of past conferences is on the website.

Stroshane stated that we've had 7 consecutive fall conferences and looks like 5 states have spring conferences. Zelenski clarified that KS recently changed when they have their conference – making one cycle longer. Weller also stated that NM is fall now. Stroshane expressed then that since NM changed, they were the only one that has not gotten in the current fall conference cycle.

Weller stated that at the last NMLA Board meeting they tentatively discussed inviting MPLA in 2020. Stroshane asked if Weller could inquire about 2019 instead to keep the Fall/Spring cycles. Weller said she would ask. Shupe thinks that waiting to hear from NM would be acceptable.

Walker asked about MPLA fiscal year. Zelenski stated calendar year. Reason asked if we did KS in fall of 2018 and then UT spring of 2019 it would be 2 conferences in 1 fiscal year for some libraries and just wanted board aware of that issue. Stroshane indicated that conference cycle is 8 Fall/4 Spring.

### Statements from Chat Discussion

*Epperson made a point that whoever is President in the conference cycle transition year (Fall to Spring / Spring to Fall) would be serving 18 months.*

Stroshane tabled the topic until more information is available.

### **\*Communications – Tina Walker**

- Zoom videoconferencing recommendation

Walker met with Chaney and developed scheduling procedure and thinks that we should try it for another year. Rundle expressed that he liked Zoom better than conference calls. Stroshane thought people are more willing to engage with this format. Zelenski stated that communications worked out a great process for her not have to host every meeting. Walker stated that she will resend the scheduling procedure to chairs.

Epperson inquired about the expense for next year. Zelenski stated that the cost would be the same and it is an automatic renewal on January 1<sup>st</sup>. So might be a good idea to do a motion to approve that expense as there will not be a board meeting before that time.

A MOTION was made by Rundle. SECONDED by Epperson. The motion to renew Zoom contract for 2016 was APPROVED.

- Conference app

Walker shared that CALCON already has an app established and we will use it. She agreed to chair the marketing committee. CALCON Planning had a question; they are considering a Thursday box lunch but are wanting more money from MPLA. She is just passing on. Walker indicated planning budget was roughly \$18,000. Zelenski stated that usually expenses like this are included in the overall conference budget and at the end then the proceeds are split according to the formula and that Sweeney is the expert. Walker stated that Sweeney was at a conference and did not attend this meeting.

Epperson expressed concern over the agreement with CALCON because if they want money beyond shared expenses it would be a violation of the agreement and she is willing to get together with the group and get this sorted out.

### **President – Eric Stroshane**

- Strategic planning

Stroshane noted current plan ends in 2015 and wants everyone to start thinking about future vision of MPLA. Please review current plan and evaluate. Stroshane indicated ND State Library going through process and hired an outside consulting firm, JM Strategies out of Bismarck, ND. By next board meeting will have more information about how it went with the firm. Opened floor for discussion about this possibility.

Epperson stated she is interested in hearing about ND's experience. Walker stated the NE library commission offers no charge strategic planning for all NE libraries and if there something like this regionally that we could use that would be great but there are options out there that have no charge. Stroshane indicated JM Strategies were charging between 3 to 4,000 dollars.

Johnson inquired if we'd need to be all together to participate in that kind of a process and how would it best be facilitated? Weller mentioned if face to face meeting needed, Leadership Institute could work. Stroshane stated that it probably be a day of us hashing plan out besides what can be done by surveys and written up for review after the fact. So yes, having an opportunity to meet might be beneficial for the conversation.

Stroshane stated that having a formal survey process done beforehand would be valuable and sent out to the entire membership. Fockler asked if this was what was happening in ND. Stroshane answered yes and explained where they are in the process and future steps with JM Strategies.

Hemmelman stated that the SD State Library and the SDLA (each hiring a different consultant) are going through this process and both organizations started out with a survey. Hemmelan indicated that she'd send the consultants' names.

Johnson offered a second suggestion about a meeting location being a central airport and meeting in a hotel conference area. Stroshane indicated a third option which would be add an extra day at the conference in CO where we meet and work through strategic planning issues. This of course would mean a later timeline but did not think we'd be in peril by waiting. Fockler expressed that time will pass quickly for decisions that need to be made.

Walker inquired, for those who had hired consultants, did they want to be involved in the initial survey and question creation? Stroshane said yes and they handled survey but he was unaware how involved the administration was in providing questions but that consultant reviewed past strategic plans and derived questions independently.

#### Statements from Chat Discussion

Savage stated he was recently looking over LibraryLinkNJ's strategic plan, and was very impressed with both the product and the process that the firm they hired used. I'm not sure how much they charged.

Epperson stated her library/university might be able to provide some support for that pre-CAL/MPLA day, if that's how we end up going. We have (dorm) rooms for overnight guests (\$25/night), and meeting spaces, either in the library or at our University Center.

This will be a topic of further discussion at next board meeting.

- **Membership recruitment and retention**

Stroshane indicated that from the report we were up 5% from where we were last year in terms of paid membership and reiterated the idea of State Associations allowing out of state MPLA members to attend their conferences at in-state member rate. There are currently 2 states on board right now. This is something state reps will have to bring to associations to put on agendas for discussion. Thinks it is win-win and potential to increase out of state conference attendance which is good for revenue. he would like this to be facilitated with all 12 states.

Stroshane indicated that joint membership discounts is still on the table. The membership committee will be looking into the details and asked for input from Fockler who indicated the two membership ideas. First, with the joint membership discounts the two biggest concerns are terms of membership and pricing. Second, was author membership which has interest. Stroshane thinks the idea is exciting.

#### Statements from Chat Discussion

Weller and Shupe both indicated [in regards to conference costs] that wording used to present idea from AZ and MT would be beneficial to share with boards and be consistent across MPLA.

Ricketts stated Authors around here are excited about the idea, too!

Johnson stated we talked about a broader category, like Friends, that authors could take advantage of and I like the idea of a more inclusive 'other' membership category. ALA has a Friend category: <http://www.ala.org/membership/ala-personal-membership>

#### Past President/Administration Committee – Annie Epperson

- **Staff evaluations and budget**

Nothing to add to report. Admin committee will meet in next 10 days.

#### Executive Secretary - Judy Zelenski

- **Amazon Smile**

Zelenski stated there was a restriction: Charitable organizations headquartered in one of the states listed below [we're one of those states] may not send emails that exclusively advertise Amazon Smile although these organizations may include information about Amazon Smile in emails, such as email newsletters, also contain other content unrelated to Amazon Smile. Due to this, Zelenski only put it out on our website, Amadee will put in newsletter, and she is including it in the membership confirmation messages. She stated if there are other ways, we can do it but to be aware of this restriction.

Zelenski stated we get 0.5% of sales and they'll send us a electronic transfer quarterly so we will not know how that is working for some time. Madler offered a suggestion about putting a note in our email signatures about Amazon Smile. Zelenski stated that would work as long as there is other content. Madler took it a step further and suggested including in a general email that includes all the ways you can help MPLA. Johnson indicated that she is opting out of promoting Amazon Smile. Stroshane stated that it is certainly allowed and this promotion is optional.

### **Leadership Institute Coordinator – Aubrey Madler**

- Applications received

Madler indicated they had 51 applications and they are out to the review committees.

Madler brought up a few ideas regarding fundraising. One being creating a foundation with the purpose is of supporting the leadership institute. Something similar was done in MN but she is wondering about the legalities of it in terms of MPLA. Another idea would be holding big events, like at conference, such as a gala where all the proceeds from the event go to the leadership institute. Stroshane indicated that for the foundation we'd have to go through the 501c3 process and that the gala option is appealing and logistically less cumbersome. Johnson would be interested in hearing more about the process MN went through.

Madler indicated that she was going to be hosting a Pampered Chef party with the proceeds going to MPLA with the hope funds will be earmarked for leadership institute. By her understanding, the company would send her a check and she'd donate as she sees fit. Zelenski stated that works fine as of right now all proceeds of donations go into general fund which supports Leadership Institute and so far have not had more money than needed so have not had to think about excess funds.

Stroshane encouraged Madler to work with Sweeney if considering conference event fundraiser and is welcome to more information about idea and details of a foundation.

### **Statements from Chat Discussion**

Weaver stated Kansas Library Association has a foundation. Could we partner with a state association?

Epperson stated we might tread delicately with a fundraising gala at conference; often there are state conference galas or fundraisers (silent auction, etc.) and we don't want to be seen as either diluting or diverting local dollars into an MPLA pot or the precious time available during a conference.

### **Leadership Institute Committee – Anali Perry & Mary Soucie**

- Sponsorships received

Stroshane reported on behalf of Perry and Soucie. New sponsorships are from Brigham Young University (\$500) and Innovative Interfaces (\$5000 – largest to date). Total so far: 7,850. They are still working.

Discussion on Term lengths and having them coincide with LI schedule instead of conference schedule will happen early next year.

### **Professional Development – Kris Johnson**

- Grants funded with additional appropriation from 9/23

Johnson indicated that not all funds (\$2315) reallocated to professional development were utilized. There were no additional applications, as anticipated, so the only amount used was the \$1115 to cover existing applications.

Johnson stated when sending budget proposal to Epperson asked for 1 additional grant per state so those are \$500/piece. She asked for amount spent this year vs what was budgeted. It was a good year and once 2016 year starts will get promotional materials out via platforms.

Stroshane stated that what Johnson has been doing has been great. Johnson indicated it probably was the State Reps, thanked them, and plugged for next year's support.

### **Membership – Ellen Fockler**

Reported during President's Membership recruitment and retention.

### **Final Announcements**

Stroshane wanted to mention that there were 4 libraries in AZ that were awarded Library Journal Stars in 2015 which is awesome. They are doing good things in AZ.

Stroshane mentioned in ND news, the NDLA is currently doing a 1 book 1 association reading throughout the coming year tackling the book, "End of Membership as We Know It". NDLA is facing a fair amount of attrition in membership and are looking to reorganize.

Stroshane thanked Boss for his hardwork with the WY Conference. Johnson had a question, were there any evaluations done with the conference? Boss replied that were not. Zelenski stated that they have yet to receive an accounting from Laura, who has been gone, I think we should get the check before the end of 2015. Boss will look into it.

Hemmelman wanted to say that Elvita from Brookings Public Library in Brookings, SD has announced her retirement and the library director position is open and remarked suspicion that Mike Mullin may not be far behind. MPLA may be losing two amazing MPLA advocates. Stroshane remarked on their vibrant personalities and that it was always wonderful to see them at conferences.

Fockler mentioned that this may be a good time to reevaluate bringing back interest groups for retired people essentially another way for them to stay more involved. Stroshane brought a discussion about a new members group and how to better get them involved from the get go. He wants this to be the first group we breathe life into and retirement would be another one. Epperson brought up that maybe retired MPLA could be an asset to State Reps and help with duties. The proportion of retired members who want to stay active would vary state to state.

**Next Board Meeting – TBD by Doodle poll and attended via Zoom**

**Adjournment**

Stroshane called the meeting to a close at 11:21am

Respectively submitted,  
Melanie Argo  
Recording Secretary