

Minutes of the MPLA Executive Board Meeting
Saturday, Sept. 20, 1997
Denver, Colorado

Carol Connor, President; Roann Masterson, Vice-President/President Elect; Joe Edelen, Executive Secretary; Judy Zelenski, Past-President; Carol Hammond, Arizona Rep; Susan Awe, Colorado Rep.; Jean Hatfield, Kansas Rep., Sharon Osenga, Nebraska Rep and Public Library Section chair; Sylvia Bartak, Nevada Rep; Melody Kuehn, North Dakota Rep; Peggy Cook, Oklahoma Rep; Colleen Kirby, South Dakota Rep; Betty Dance, Utah Rep; Vicki York, Academics Section Chair; Basha Hartley, Children's & School Section Chair; Betty Gard, Government Documents; Vicki Terbovich, New Members Round Table; Mary Ann Thompson, Preservation, Archives, and Special Collections Section Chair; Jane Hatch, State Agencies, Systems and Cooperatives Section Chair; Shelby E. Harken, Technical Services Section Chair; Steve Fulton, Bylaws and Procedures Committee; Brian Greene, Electronics Communications Committee; and Pete Giacoma, ULA Conference Rep.

The meeting was called to order at 9:45 a.m. by Carol Connor. All of the board members were introduced and talked about the joys of NTLA. The agenda was approved as printed, Judy Zelenski moved to approve the minutes of the previous meeting as printed. The motion was seconded by Sharon Osenga and carried, Three items were added to the business part of the agenda, proposed joint conference with Colorado, discussion on PNLA, and terms of state reps,

Peggy Cook provided a treasurer's report on the MPLA-OLA joint conference in Oklahoma last spring. The conference net was \$5788. Peggy talked about the hidden unexpected costs of the conference, There were 340 OLA members, 101 MPLA members, 50 joint members and 27 nonmembers with a total of 518 attendees at the conference. Carol Connor stated that the preconference grant of \$500.00 should be not subtracted from the net income, that OLA should write a check for \$500.00 additional and then requesting the \$500.00 back from NTLA as a question of accountability. Carol stated the conference rated an A+.

The Utah Conference Committee was well on its way to getting things done. Pete Giacomo discussed the budget for the conference. ULA is trying to get some national companies interested in coming to the conference. Ameritech is very willing to underwrite an Internet room. Pete talked about the Salt Palace and the space that would be available. The subject of paying honorarium was discussed. The programs for NVLA need to be sent to Roann Masterson. Roann Masterson made a motion that only the program

co-chairs have the discretion to pay honorarium. The motion was seconded by Carol Hammond and carried. MPLA will adhere to Utah's policy on travel expenses for conference speakers. Carol Connor asked what Utah's policy on paying vendor expenses when they speak. Pete Giacomo stated that it would have to be negotiated. The registration fee was discussed. Judy Zelenski talked about getting rid of the nice touch expenses - it really can kill a budget. Vicky York made a motion to approve Utah's budget as read. The motion was seconded by Jane Hatch and was carried. Betty Dance said that the MPLA Birthday night is on a Thursday night with James Harrington as a main speaker. Roann Masterson gave a toll free number to call her at 1-800-408-6279, The future conferences were discussed, from 1999 to 2005. Montana's conference will be in Big Sky in 1999, Nebraska in Omaha in 2000, Arizona in Phoenix in 2001 (beginning the fall schedule), North Dakota in Fargo, a tri-conference with South Dakota in 2002, Nevada in 2003, Colorado in 2004, and Wyoming in possibly 2005. Discussion was held on having conferences in states out of cycle. Judy Zelenski commented on the fact that we are assuming that conferences are the thing of the future. Susan Awe made a motion to accept the invitation made by Colorado to have a joint conference in Colorado in the year 2004. The motion was seconded by Jean Hatfield and was carried. Going from a spring conference schedule to a fall schedule was discussed.

New Mexico Library Association is having their 75th annual conference in Albuquerque, April 23rd and 24th. We have received a request to have someone from MPLA present a program and an unofficial marketing person. We have been trying for many years to have NMLA join us. Carol Connor recommends that Corky Walters represent us in New Mexico. The board allocated \$500.00 to send somebody at the conference board meeting. It was agreeable to everybody for Carol Connor to appoint Corky Walters to be the representative. Carol Connor would like to extend an invitation to pay the expenses for the president or vice-president to come to the Utah Conference since it didn't happen in Oklahoma. The board agreed with her. MPLA would waive the registration fee (reimburse Utah) and send a letter encouraging the presidents of the state associations to attend the conference in Utah.

Jean Hatfield stated that on Friday night, March 13, 1998, 7 to 10 p.m., the MPLA Reception and Celebration will be held at the ALA Public Library Association in Kansas City, MO. The reception will be at the Johnson County Library. There will be a \$5.00 fee to be donated to Continuing Education.

Carol Connor said that conferences are going to be more expensive, the last two years the conference profits have been low. Susan Awe stated that CLA

is selling the mailing list, contests, and selling Tupperware to make money. Carol Hammond said that AzLA has had to bite the bullet by cutting costs, hitting up the vendors, very strict rules about honorariums, and no freebies. Vicky York said we were getting a very good deal on our registration fees. Judy Zelenski suggested having electronic programs for the rural areas. It was suggested having video teleconferences to replace at least one of the board meetings. Joe Edelen is really worried about MPLA charging large registration fees, you're going to lose the middle class or rural libraries. All you're going to get are the directors and people who can afford to pay their way. MPLA is not hurting for money but we need to do something about getting more membership. Joe Edelen thinks we need a strong membership drive. With the two surveys that MPLA has done over the years, the number 1 and 2 things asked for are newsletters and conferences. Vicky Terbovich suggested that we try working harder at the library school levels, that we do a concerted effort to talk to the classes about MPLA. Talk to people that are newer to the profession. We need to do a drive to get the membership. Judy Zelenski stated that if you don't hit the needs of the people out there you can just forget the slickest brochure, the greatest speakers, you can forget the whole thing. It's the incredible workload, the lack of staff, and the lack of time that keeps people away. It's a whole new world. MPLA really needs to look at the new world we're in at the same time we're doing the membership drive. Marketing finds out what's going on with what people need.

Judy really discourages a huge membership drive without knowing what we have to offer and knowing that we offer it to people who want it. Jean Hatfield said they did a survey. Out of this survey, the four greatest gifts the members got from their membership was networking, continuing education, current information and professional development support.

Brian Greene talked about the Pacific Northwest Library Association and the problems that they are having- Brian read a letter from Stephen Inglefried, Oregon Library Assoc., stating the PNLA is having financial problems. OLA has decided a year of discussion among members before deciding whether or not to pull out of PNLA. He had heard that PNLA had a drop in membership. Library staff are having a problem attending more than one library conference per year so are just attending the state conference, just have dues for one association and why belong to PNLA? Jane Hatch said that there is not enough contact between the association and the member so that the easiest thing to cut off is where the lack is. Vicki Terbovich thinks we need MPLA CE sponsored video conferences throughout the 11 states about MPLA. Carol Hammond said we need to gather information so that we won't have the problem of our local state assoc. deciding that why do we need to be a member of MPLA. Carol Connor stated that she would do some

info gathering. Vicky York talked about the Western Governor's University. Vicki Thorpe stated that she would write an article for the newsletter about the WGU.

Sylvia Bartak said that the Nevada Library Assoc. President brought up the subject about why don't the WLA state reps do a three year term like the ALA reps instead of two years. Carol Connor asked the other state reps what they think their state assoc. opinion would be. Carol Hammond said with two years it gives more people an opportunity to serve. Jean Hatfield thought that Kansas would probably like the idea. Peggy thinks that Oklahoma is flexible, that three years is a compromise between a really long term and a short term. Joe Edelen thinks that MPLA has a neutral issue, needs to do in cooperation with each of the other states, it wouldn't be something we could dictate or even try to. The state reps need to go back to their boards and poll their boards and find out if there's unanimous or almost unanimous consent, then go ahead and do it. Carol Connor asked if it would be acceptable to the state reps to go back to their state assoc. and ask if it would be an acceptable approach. Melody Kuehn said that there would be constitutional changes to the bylaws. MPLA would like to accommodate what the states want. Carol Connor suggested a transition period. Jane Hatch said this would be a real appropriate time to talk about this. All of the state reps will take back the question to their respective states.

Carol Connor strongly encouraged members send articles to the newsletter it would make our newsletter more valuable, Joe Edelen talked about the financial report. Joe needs to know whether the new members had gotten their NDLA briefcase. The contracts for Nebraska and Arizona state conferences, Carol Connor signed them, to take back to their respective states. There is absolutely no change in the contract for the last 15 yrs. Joe talked about the list serv. Joe talked about Paul Wise doing the Webpage, hopefully it will be done by the January board meeting. A vote was taken about where in Denver would the board meeting be? The board meeting will be in Downtown Denver in January at possibly a little more cost.

Judy Zelenski discussed the budget, she stated that requests and projected expenditures are about \$151,500 over projected revenues. Are there other revenue sources? She predicts about \$3200 out of cash reserves, we have about \$50,000 in our cash reserve, We need some contingency plan, in case we lose money on a conference. The budget is a calendar year but our terms are not always calendar years. Carol Connor said she wouldn't estimate more than \$3000 for a conference. Carol Hammond said it was too big a bite coming out of the cash reserves. Joe estimated that we get about \$3000 interest off of the cash reserve and the money market. Joe said that

we are 501 C3 with the IRS and that we should be careful about changing, the budget year. Carol Connor said it would be an accounting nightmare.

Joe's salary has been the same for two years. A salary raise was discussed for the Executive Secretary. Roann Masterson made motion for a recommendation for a 4% allocation to be added to the budget for the executive secretary. The motion was seconded by Melody Kuehn and was carried. It was discussed about putting in a recommendation for a salary increase in the evaluation procedure for the executive secretary. Jean Hatfield made a motion to integrate a recommendation for a salary increase in the annual evaluation process for executive secretary. The motion was seconded by Jane Hatch and was carried.

Judy Zelenski talked about economizing on the budget. The professional development grant was discussed since it was not being spent. The grant is one of the benefits of belonging to MPLA. Joe said if you have a good program, you will get the grant. Carol Connor suggested putting into the newsletter about applications being due by a certain time. The board decided to leave it alone. Judy Zelenski brought up the subject of the \$1800 for a new booth. The board discussed a booth versus a cloth. The state reps would prefer a cloth or a banner plus it would be cheaper on postage. It was decided not to order a new booth at this time and use the old one or use a banner. It was suggested to try to get the audit done for under \$800.00. Joe Edelen said that it was absolutely critical that NTLA give awards. He said we have to give Montana \$1250 next year for conference seed money. Judy Zelenski suggested that we have a possible video teleconference in place of one of the board meetings in Denver. Jean Hatfield talked about having a video conference in Kansas instead of traveling because of the weather. Carol Connor thought that a email environment for the summer would be beneficial but we need the personal contact of a board meeting. A compromise would be good, maybe try it out this summer with the email. Carol Hammond suggested that each board member pay for their lunch, instead of the board. Carol Connor asked the board whether, as an experiment, they could pay for their own lunch at the meeting in Jan. We would still want the lunch ordered, but everybody pay for their own lunch. It was discussed about selling advertising on the newsletter. Possibly discontinuing the jobline in the next year, at least disconnect the 800 number. Carol Connor asked about the board setting priorities of what we want in the budget.

Brian Green gave a report on the electronic committee. The goal is to have state representation on the committees. Carol Connor suggested that we put on the January board meeting agenda to talk about looking at the manual of state requirements.

The next meeting will be in Denver on Sat, Jan. 31st, 1998 at 9:00 A.M.

The meeting was adjourned at 2-15 P.M.

Sylvia Bartak, Substitute Recording Secretary