

MPLA Board Meeting
via Conference Telephone Call
February 22, 2006, 1 p.m.- 3 p.m. MST

Attendees: Sharon Osenga, Wayne Hanway, Beth Avery, Sandy Barstow, Carol Hammond, Judy Zelenski, Shirley Condit, Annie Epperson, Susan Moyer, Bridgett Johnson, Nina Little, Valerie Nye, Sally Dockter, David Oberhelman, Kristen Clark, David Alexander Stephen Van Buren, Brian Greene, Dan Chaney, Janae Kinikin, and Betty Dance. Excused Absent: Martha Greene, Peter Kraus. Not responding: Colleen Smith, Jan Fandrich, Julie Bartel, Anna Moore, S. Michael Kim.

Note that only items on the agenda with asterisks were discussed during this conference call. Asterisks were used to indicate that some decision was required for the items. Other reports, which were submitted electronically prior to the conference call, were accepted without discussion.

1. Welcome and Call to Order

The meeting was called to order by MPLA President Sharon Osenga at 1:05 p.m. MST. Recording Secretary Sandy Barstow read the roll call with the results indicated above. It was moved by Bridgett Johnson and seconded by David Oberhelman that the agenda be approved. The motion passed unanimously. It was moved by Brian Greene and seconded by Carol Hammond that the minutes from the October 2005 meeting be approved. The motion passed unanimously.

2. Officers and Paid Staff Reports

Conference report – Sharon Osenga commented on the attendance at the WLA/MPLA joint conference: 163 attendees who were either members of both organizations or neither, 176 WLA members, and 154 MPLA members. Bridgett Johnson commented that it wasn't clear how to indicate one's affiliation (WLA member, MPLA member, or both) on the conference registration form. Sharon asked Valerie Nye and Wayne Hanway to make a note of that and coordinate with the registration committee for the New Mexico conference in 2007, so that the MPLA members attending the conference are properly counted, and MPLA will receive its proper share of the proceeds from registrations.

Board Choice Awards – Since one purpose of these awards is to encourage new MPLA members to attend the conference, Carol Hammond states that the awards for 2006 should be carried over to include the conference in the spring of 2007. This procedure follows a policy MPLA has followed in the past. Betty Dance agreed to verify the wording in the manual concerning this situation.

Budget for 2006 This discussion was deferred until Beth Avery could join the conference call.

Update from Interim Executive Secretary – The Interim Executive Secretary, Judy Zelenski, was asked about the financial arrangements of MPLA in the transition from having the accounts in South Dakota. Judy stated that the money market account and checking account in South Dakota have been closed. The final financial reports for 2005 are not yet available because the auditor has not provided their final report to Judy yet; they are supposed to be sent next Monday (February 27, 2006). After receiving the year-end reports and using the approved budget, the new books will be set up.

Judy commented on the low rate of renewal by the membership so far and suggested that we need to do a mailing to remind those who have not yet renewed to do so. Jenae Kinikin offered to have the Membership Committee help Judy with this task. Sharon asked about recruiting new members, and commented that the last mailing to non-members produced “dismal” results. It was agreed that blanket mailings to non-members are not productive. Jenae asked about contacting the non-renewers via personal phone calls, which are a responsibility of the state reps. Judy said that she can send updated lists to all of the state reps, and thought it was a good idea to call them before sending a letter to them. Sharon suggested that the next newsletter should include a reminder to members to check MemberClicks to be sure their e-mail addresses are correct in their profiles, so they can be contacted more easily. Judy also talked about receiving renewal payments via Paypal and stated that that process worked better than going direct with the charges. About half of the renewals so far have been by check.

Transition update – Steward Carol Hammond reported that the transition is ahead of schedule. The issues to be resolved include the procedures for the electronic communities (ways to get people to register; deciding who will moderate them; what software will be used for the electronic communities) and the training of the membership in using the new means of communication. With respect to the software, Dan Chaney, Pam Bohmfalk, and Katie Jones are looking at Yahoogroups and MemberClicks. As far as training, Sharon has appointed a task force. David Alexander asked why the New Member community has a different procedure than other communities for selecting a moderator. Carol explained that the new members would need an experienced MPLA person to answer their questions about procedures and getting involved in the organization.

The transition plan for the standing committees is also proceeding. The committees will be smaller and the duties are being revised. Chairs will join the board as of April 2006. Sally Docktor requested the addition of wording directing the standing committees to send a copy to the state reps of notices submitted to newspapers or other publicity venues. Sally agreed to send the wording to Betty Dance to modify the Manual of Procedure wherever this situation occurs.

Sharon mentioned that 3 or 4 states need representatives to the Nominating Committee, and that she will be appointing state reps for terms until 2007. She also stated that the Communications Committee needs a chair and asked for suggestions.

The planning for the electronic communities is proceeding. Carol and Sharon will be setting up the communities and Carol will work with Judy on public relations for the newsletter.

Training modules need to be developed to teach people how to be moderators, and how to run online and conference call meetings. The modules should share a common format. Distance education technology would be a good resource.

3. Committee Reports

Awards Committee – Sharon will ask Rosario Garza to report on the review of the various awards at the July meeting, as was recommended at the October 2005 meeting. Since the minutes from that meeting were not received until just before the current meeting, the assignment had not been given to the Awards Committee previously.

Bylaws and Procedures – the group discussed Section 6. Several changes were suggested. Wherever something should be prohibited (such as personal loans), the wording should be stronger throughout the manual, rather than just suggesting compliance. It was noted that the old dues structure still appears on p. 6.4, and that the incorrect title for the Library Champion Award is given on p. 6.7. Carol agreed to re-send the document to be sure that the latest version is posted on the website, since it was believed that these changes had already been included in the document. In the discussion of the Communications Committee (p. 6.12) there was some disagreement about the proper spelling of MemberClicks – Judy verified the correct spelling with the vendor. The Program Council (p. 6.13) replaces the Conference Committee. This group's purpose is to perform the duties not handled by the VP/President Elect in coordination with the state holding the conference. Program proposals will need to be developed by the electronic communities and committees, and provided to the host state's conference committee. Sharon agreed to rewrite the section concerning the Program Council to clarify the duties and procedures. The Leadership Institute (p. 6.14) section needs to have written procedures included, as an appendix. Betty will contact Mary Bushing to develop this appendix. Section 4, concerning the Electronic Communities, has not been reviewed in the Administration Committee yet; the moderators should also be responsible for public relations and contributing to the newsletter. The MPLA Expense Reimbursement Policy (section 2.3) will be fleshed out with detail about what is covered. Sharon pointed out that there is a need to document what happens if a special face-to-face meeting is called. The Administration Committee will decide how to reimburse attendees if such a meeting occurs. The current intent is to have the face-to-face meeting in July, a conference call in the fall, and perhaps a meeting in January 2007. Sally brought up the need for clarification for the state reps as to what needs to be in their board reports as well as what should be in the newsletter. Carol explained that the board report should include information on how the state reps have worked on actions requested of them, such as membership calls, letters, etc. News about the state would be in the newsletter.

2006 Budget – Beth Avery joined the meeting and the budget was discussed at this time. Beth presented the 2006 draft budget and asked for comments. She explained that the

continuing education preconference had some prior commitments from 2005. Sandy Barstow mentioned that the Professional Development Grant amount of \$3,150 was much lower than last year's budgeted amount, and that the committee may need to request more funding later in the year since the committee had to approve \$150 for a grant awarded in 2005 and had also approved two \$600 grants at their February 2006 meeting. Beth explained that the budget was low because there is not a conference in this calendar year, so revenues will be limited. She stated that money may be reallocated between budget lines in July if there is a need. Sandy commented on the difficulty of funding previously approved items from the following year's budget since there is no mechanism for encumbering funds in the year they are awarded. Beth said that there should be an e-mail discussion of this topic. David Oberhelman asked about the giving of free MPLA memberships at the state conferences and asked whether MPLA should continue this practice. Judy Zelenski referred to the report on free memberships and said that this seems to be the only way we are growing new members. About half of the recipients renew after they receive a free membership. Susan Moyer mentioned that the Board Choice Awards, which also see an approximately fifty per cent retention rate, show an excellent rate of retention for a promotion. Beth stated that the anecdotal evidence (that free memberships weren't effective) was incorrect, and that PR-wise it's a good investment. Carol Hammond requested that we re-address the number of free memberships, as it had been reduced by an action of the Administration Committee in January 2006. Wayne Hanway moved, and Bridgett Johnson seconded, that the free memberships awarded at state conferences remain at 10 for 2006. Subsequently the motion was amended by Sandy Barstow, moved by Wayne and seconded by Sally Dockter to add the phrase, "and that the Administration Committee reconsider the policy for future years." Nina Little asked about the rest of the plan adopted at the January 18th meeting of the Administration Committee; at that time it had been decided that since only 2 free memberships would be awarded per conference, the winners would also receive a half-price registration to the next conference. Carol Hammond commented that MPLA can't afford a half-price registration for 10 recipients per state; Sharon stated that if we go back up to 10, they should only get the free membership. It was agreed that this situation needs to be addressed by the Membership Committee as well. After this discussion, the motion as amended carried unanimously. This discussion was followed by a motion by Beth, seconded by Betty Dance, to accept the budget. This motion was approved unanimously.

There was no discussion of the remaining committee reports, which had been submitted electronically prior to the conference call meeting.

4. Section Reports

There was no discussion of the section reports, which had been submitted electronically prior to the conference call meeting.

5. State Representatives

There was no discussion of the state reports, which had been submitted electronically prior to the conference call meeting.

6. Final Announcements

Judy asked that Board Choice nominations be sent to her before April. Section chairs should submit nominations. Committee chairs are not yet on the board, so they cannot submit nominations now. Carol will look into what should happen concerning these nominations following the April transition. Valerie suggested that there should be a deadline for submitting the nominations. Sharon said that the Administration Committee will set a date. Susan Moyer commented that a planning calendar for the state reps would be helpful for them, and several of the state reps in attendance agreed. Susan volunteered to draft the calendar. Sharon suggested that the final version of this calendar could be added as an appendix to the state rep section of the manual.

7. Next Board Meeting

The next meeting of the board will be a face-to-face meeting on Friday, July 14, from 9:30 a.m. to 4 p.m., at the Holiday Inn Cherry Creek/Denver. Officers, committee chairs, state representatives, and invited staff will be expected to attend this meeting.

The conference call adjourned at 2:57 p.m. MST.

Respectfully submitted,
Sandy Barstow
Recording Secretary