

**MPLA Board Meeting**  
**June 25, 2014, Hampton Inn Tropicana, Las Vegas, NV**

Present: Wendy Wendt, President; Nicole Sump-Crethar, Communications Committee Chair; Tom Taylor, Professional Development Committee Chair; Robin Clark, By-Laws & Procedures Subcommittee Chair; Dale Savage, Arizona Representative; Norma Glock, Montana Representative; Danielle Loftus, Membership Committee Chair; Brenda Hemmelman, South Dakota Representatives; Annie Epperson, Vice-President/President-Elect; Eileen Wright, Nominating Committee Chair; Leslie Langley, Oklahoma Representative; JaNae Kinikin, Past-President/Chair of Administration Committee; John Crockett, Nevada Representative; Judy Zelenski, Executive Secretary & Interim Newsletter Editor.

Wendy Wendt called the meeting to order at 8:03 am, with member introductions.

**Agenda**

A date correction was made to the heading of the minutes, and some items were rearranged.

Brenda Hemmelman moved to accept the modified agenda;

Janae Kinikin seconded.

Approved

**Minutes of March 6, 2014 meeting**

Leslie Langley moved to approve the minutes of March 6, 2014, as written

Robin Clark seconded.

Approved

**President Report**

Wendy Wendt reported that MPLA has signed contracts with AzLA for the upcoming conference in November, 2014, and with WLA for the joint conference in 2015 at Little America in Cheyenne.

**Vice-President Report**

Annie Epperson reported that the joint conference with AzLA November 12-14 has a focus on authors. The MPLA awards deadline for the Literary Contribution Award has been moved up in order to have a winner in time for an invitation to the Authors Luncheon, a major conference event.

Registration fee will include meals and will be finalized soon. A full conference registration will include one free half day preconference, or a half price full day preconference.

Presenters will know if they have been selected by early July.

The resort, which will change its name in early fall, will extend the conference rate for 3 days preceding and 3 days after the conference.

The One Book One Conference selection is The Emerald Mile by Kevin Fedrako.

Arizona Rep Dale Savage will handle the MPLA raffle basket. State reps will contribute items for to the basket which represent their state. Donation acknowledgements will be provided for tax purposes. MPLA is a 501(C)(3) non-profit and donations are tax-deductible.

### **Executive Secretary Report**

Judy Zelenski provided reports showing MPLA's current budget income and expenditures and membership statistics. She also provided comparative information on budget and membership trends since 2006.

The Kroger/King Soopers Neighborhood Rewards grocery card program is a success. With only 15 cards purchased, MPLA has received \$570 since beginning the program in late December. Average monthly rebate amounts are now around \$175. Judy encouraged those who shop at Kroger stores to purchase gift cards and to promote the program to other members, family, or friends.

### **Nominating Committee Report**

Eileen Wright reported that candidates have been selected and are providing information for the upcoming Newsletter and for the website. Candidates are Jake Rundle and Eric Strohane for Vice-President/President-elect and Val Nye and Tina Walker for Recording Secretary. The election will be conducted online from September 22 – October 3, with results reported by October 6.

### **Professional Development Committee Report**

Tom Taylor reported that the committee is excited about sharing grant recipients' evaluative reports with the membership. Because the Newsletter will not be as lengthy as in the past, full reports can be made available on the website with links from the Newsletter.

**Membership Committee Report** was added to discussion item later in meeting.

### **Addenda to State Reports**

Brenda Hemmelman reported that South Dakota is changing its statewide ILS, which affects 45 libraries that will have to find a new ILS or create new coalitions over the next two years.

### **Newsletter Editor Position**

The position of Newsletter Editor is currently vacant. Judy Zelenski is filling in as Interim Editor. Nicole Sump-Crethar reported that the Communication Committee has created a mission for the Newsletter.

Mission: the newsletter supports the association's purpose to promote the development of librarians and libraries by providing significant educational and networking opportunities. The newsletter aspires to:

- Promote connections among states and members
- Provide a record of the association
- Feature state activities
- Promote professional development opportunities
- Disseminate reports related to association activities
- Spotlight new trends and best practices in librarianship

There was extensive discussion about the position including workload, possible need for a committee in addition to state reps for gathering information, content, a point person to round up information, compensation for editor, importance of professional product, role of Communications Committee, how to mesh with social media, form for submitting news, need for separate additional issue to promote joint conferences, software needed, and how to go about the editor recruitment and advertising for the position.

It was decided by board consensus that:

- The Communications Committee would continue to serve as the Newsletter Advisory Board.
- Leslie Langley would serve as a news “wrangler” and would be a member of the Communications Committee.
- JaNae Kinikin would serve as a proofreader and be on the Communications committee.
- Compensation would remain at \$300/issue, with the addition of a paid MPLA annual membership.
- No specific software publishing program will be required.
- The Editor recruitment will be advertised both within and outside the membership, with State Reps taking the lead in promoting it in their states. Wendy will create the ad and include in the description that there will be a support team for the editor.

### **Future Budgeting**

**Leadership Institutes:** Judy Zelenski reported that recent Leadership Institutes have required smaller MPLA subsidies. Contributing factors are increased registration fees, large sponsorships, and a less costly venue.

**PayPal Fees:** Judy Zelenski reported that PayPal fees will be substantial this year because of many Leadership Institute payments by credit card. MPLA adds credit card use fees only for the grocery card program in order not to subsidize the gift cards. The question is whether to add a charge to all credit card uses. It was decided by consensus that subsidizing credit card use for membership dues is desirable as a benefit to members. It was also decided that future fees might be added only to credit card charges for Leadership Institute payments.

### **Membership Issues**

Danielle reported on ideas from the Membership Committee including getting information to State Reps in a timely manner, targeting school library programs, targeting different groups of people focusing on personalized benefits, e-mails to lists; video

testimonials for social media; Skype interviews for testimonials; survey with open-ended format for members and non-members.

Board members discussed how and when to do a survey, what incentives might be offered for membership, best time for sending renewal reminders, use of state competitions, and possibility of CE offerings such as webinars to give value for membership. Annie mentioned book Race for Relevance and the need to think critically about how to be a strong association for the membership.

The discussion segued to the issue of the Montana Library Association considering withdrawing from MPLA. Eileen Wright, incoming Montana Representative, and Norma Glock, outgoing Montana Representative, reported on several of the issues. They included declining MPLA membership from Montana, financial responsibilities to support state rep and Leadership Institute participants, and the dual membership of MLA both in MPLA and PNLA (Pacific Northwest Library Association.) Eileen will continue to work with the MLA President and will market MPLA membership to those in Montana.

Additional discussion focused on ways to involve MPLA in state conferences, such as having past Leadership Institute participants give conference presentations, promotion of Pre-conference grants; State Reps giving welcome presentations at pre-conferences sponsored by MPLA, need for brochures and bookmarks to be done professionally. The Membership Chair will work with Wendy as she prepares a draft budget later in the year.

### **Role and Workload of State Representatives**

Some state representatives have expressed concern about the extensive duties involved in the position, both for MPLA and for the state association. Concerns include time it takes to get to know the requirements, unsuitability of teleconference meetings, need for in-person meetings, length of “check-list” on website, lack of a mentor, and state association budgets for travel.

It was the consensus of board members that MPLA should consider a communication method such as WebEx for meetings, state meet-ups, webinars, membership recruitment, board orientations, and other CE. The Communications Committee Chair will work with Wendy as she prepares a draft budget later in the year.

### **Planning/Visioning**

Judy Zelenski facilitated a short session with the board quickly responding in lightning rounds to:

Visions for MPLA

- Relevant
- Networking
- Change
- Inclusive
- Membership

- Promotion/Marketing
- Growth
- Learning
- Image
- Perception
- Fun
- Humor

What are the issues to address? (Board members volunteering shown by each issue)

- Membership (*Leslie Langley, Danielle Loftus*)
- Funding
- Support
- Visibility (*Leslie Langley, Brenda Hemmelman*)
- Commitment (*Robin Clark*)
- Fun (*Robin Clark, Eileen Wright*)
- Social
- Alternatives to teleconferencing (*Nicole Sump-Crethar*)
- Technology (*Nicole Sump-Crethar*)
- Value marketing (*Danielle Loftus*)
- Retention of Leadership Institute grads (*Tom Taylor, Robin Clark, Brenda Hemmelman*)
- Interest Groups/Roundtables (*Nicole Sump-Crethar, Brenda Hemmelman*)
- CE (*Dale Savage, Brenda Hemmelman*)

How shall we proceed to address these issues?

- Task Forces – to be appointed by Wendy and Annie

Who will do it?

- Board members volunteered for the various issues, as noted above

When?

- By the board meeting in November at the AzLA/MPLA joint conference

Next board meeting will be Wednesday, November 12, 2014; 2:00 – 4:00 pm at the Radisson Fort McDowell Resort-Casino, Arizona.

### **Adjournment**

Leslie Langley moved to adjourn the meeting

John Crockett seconded

The meeting was adjourned at Noon.

Respectfully submitted by Judy Zelenski, Executive Secretary,  
substituting for Melissa Clark, Recording Secretary