

**MPLA Executive Board Meeting**  
**June 1, 2017**  
**3:00 p.m. Mountain Time**  
**Online via Zoom Videoconference**  
**FINAL – August 4, 2017**

<b>PRESENT</b>			
<b>Name</b>	<b>MPLA Position</b>	<b>Name</b>	<b>MPLA Position</b>
Mickey Coalwell	President	Ryan Buller	Prof Dev Chair
Melissa Clark	Vice President/President Elect	Dale Savage	AZ State Rep
Eric Stroshane	Past President /Admin Chair	Stephen Sweeney	CO State Rep
Kris Johnson	Recording Secretary	Rachel Rawn	MT State Rep
Judy Zelenski	Executive Secretary	Jake Rundle	NE State Rep
Aubrey Madler	Leadership Institute Coordinator	Paulette Nelson	ND State Rep
Roy Degler	Systems Administrator and Webmaster	Bradley Carrington	NM State Rep
Ellen Fockler	Awards Chair	Luise Davis	NV State Rep
Frances Brummett	Bylaws and Procedures Chair	Tim Miller	OK State Rep
Annie Epperson	Observer	Brenda Hemmelman	SD State Rep
Mary Soucie	Leadership Institute Chair	Dan Compton	UT State Rep - Substitute
John Crockett	Communications Chair	Stephen Boss	WY State Rep

**Action Items Resulting from This Meeting**

- **Stroshane and Brummett** will ensure the changes to the Bylaws outlining the formation of the Past Presidents Council (PACK) will be presented to the membership for a vote at conference in October.
- **Degler** will update the LI website to indicate the availability of the continuing education credits through Mayville State University.
- **Buller** will investigate whether grant monies from the Professional Development committee could be used to pay for LI continuing education credits via Mayville State University.
- **Coalwell** will present his notes from May 31 Strategic Planning group meeting at the August board meeting.
- **All board members** will communicate directly to Clark their preference for a Monday morning or Monday afternoon board meeting at the conference at Lake Tahoe.
- **All state reps** will disseminate informing about the call for MPLA awards to assist the Awards Committee.
- **Fockler** will send the short promotional blurb she has written relate to the new author category out to individuals interested in helping to promote this new category.
- **Any board member** will ideas to assist the Membership Committee recruit candidates for officer positions is encouraged to contact Greene, Zelenski, or Coalwell.

## Welcome and Call to Order

- Welcome: President Coalwell called the meeting to order at 3:05 pm MST and welcomed attendees.
- Roll Call: Members introduced themselves round robin style.
- Announcements:
  - Coalwell noted that Dan Compton, ULA President, was representing Utah at this meeting. Robert Shupe, longtime Utah representative, has recently left the state. Sam Passey will be the new Utah rep.
  - Carrington announced via chat the dates for the 2019 joint conference in New Mexico: Oct. 30 - Nov. 1 to be held at the Hotel Albuquerque in Albuquerque.
- Agenda Changes:
  - No changes proposed. Agenda stands as presented.

## Agenda Items Requiring Action

- Approval of April 7 Executive Board Meeting Minutes:
  - Brummett noted via e-mail a correction to the minutes regarding the day of the next board meeting. Johnson noted she would amend the minutes to correct this and send the final version to the board pending approval.
  - A **MOTION** was made by Coalwell to approve the minutes as amended. No second. The minutes were **APPROVED**.
- Adopt Financial Review Report from Stephen Sweeney, Laura DeBaun:
  - Zelenski sent the Financial Review document as well as the following accompanying documents to the board via e-mail on May 30:
    - MPLA Income & Expense Previous Year Comparison January through December 2016
    - MPLA Income & Expense – Year End 2016
    - Balance Sheet 12-31-2016
    - An additional attachment referenced in the report is the Form 990 with supporting schedules, was not included as an attachment but is available on request to any board member.
  - Coalwell noted this is a non-audit review year, and the he and Judy asked Sweeney and DeBaun to help conduct an internal financial review.
  - Zelenski commented that according to our bylaws we have a CPA audit every three years. During the other two years MPLA has members conduct an internal audit. Sweeney has been part of this process for several years and DeBaun was asked to join the group this year.
  - Coalwell asked to participate in the financial review committee this year as Sweeney may be near stepping off the group. Coalwell noted this is an informal review by members to ensure financial integrity of the organization. The idea behind the review is to keep someone overseeing our finances during the years

we are not officially audited. Coalwell has volunteered to be on committee the next year the audit takes place in 2018 and will oversee the process as a Past President.

- Zelenski noted the content related to succession planning in the document and that she has taken great care to keep things very organized for the time when succession planning may be in order. There are several backup duties in place and several more in the work in including for electronic communication tools and bank accounts. She also maintains an extensive procedures manual.
- Coalwell noted that the final Financial Review Report presented to the board was written by Sweeney and DeBaun and entertained a motion to adopt the review.
- A **MOTION** was made by Rundle to approve the financial report. **SECONDED** by Soucie. The report was **APPROVED**.
  
- Approve Past Presidents Council (PACK) Formation:
  - Stroshane recapped the proposal, which would be an advisory body comprised of past presidents of MPLA as long as membership is current. This group would serve in an advisory capacity, serve at the behest of the executive board, act in a mentoring capacity for new board members or potential new association members, and tasked with committee work of a non-standing nature.
  - Changes would need to be made to the Manual of Procedures (MOP) and the Bylaws. The MOP changes can be approved by the board. The Bylaws changes need to go to the general membership for a vote.
  - The MOP changes are in section 3 in the past-president's area and fall under general and conference duties and activities (sent in advance via e-mail.)
  - Stroshane asked for questions about the MOP changes and the PACK.
    - Coalwell asked whether or not we will stipulate a meeting of this group at conference. Stroshane noted yes, but it won't be listed on the official agenda of the conference but communicated only to the past presidents themselves. This is noted in the Bylaws changed drafted by Brummett.
  - A **MOTION** was made by Boss to approve the formation of the PACK and the changes to the MOP. **SECONDED** by Clark. Motion **APPROVED**.
    - The Bylaws changes will be presented to the full membership for a vote in Oct.
  
- Approve Proposal for Fellows to Earn 2 Credit-Hours for Attending Leadership Institute Through Mayville State University (ND):
  - Madler mentioned this proposal briefly in her report for the last meeting and included details in the LI report for this meeting. An excerpt from her report:
    - Continuing education credit [can, pending board approval at this meeting] be available to anyone needing it for maintaining credentials

(primarily affecting school librarians). Mayville State University...will grant 2 credits for an extra fee of \$110. The process: Fellows wishing to earn credit will "register" online...and pay...extra fee...on site (YMCA of the Rockies). Transcripts will be processed and available after the Institute. The idea to add credit options came out of the strategic planning focus groups in 2016. The hope is to encourage more school librarians to apply and attain support to attend.

- A **MOTION** was made by Soucie to approve offering LI fellows continuing education credits through Mayville State University. **SECONDED** by Nelson. Motion **APPROVED**.
  - Degler will update the LI website to indicate the availability of these credits.
  - Epperson asked whether grants from the Professional Development Committee could be used to pay for the continuing education credits. Buller noted he would look into this.

### Discussion Items

- MPLA Financial Reports (Zelenski):
  - Report submitted via e-mail. Halfway through the year we are where we should be.
  - The Amazon Smile and the grocery card program are good programs. We're bringing in around \$100.00 month via the grocery card program. Judy strongly recommends pushing sales of more grocery cards. Amazon Smile clarification: So far this year brought in \$44.00 dollars over 6 months, and you must place your order using this URL: [smile.amazon.com](https://smile.amazon.com) and that you select MPLA.
  - There were no questions or comments for Zelenski related to the report.
- Membership Retention and Growth - Membership Committee Initiatives (Rundle):
  - The Committee will be discussing how to move forward on two initiatives: 1) How to engage new members quickly, and 2) Utilizing ideas and best programs from the 12-member state conference and presenting them again for the membership at large in an online format.
    - Engaging new members quickly: Will schedule two Zoom welcome meetings per year (spring and fall), focusing on engaging individuals who win the free memberships at conferences. Various MPLA committee members and officers will be invited to attend and talk to the individuals.
    - The second is utilizing the ideas and best programs from the conferences at the MPLA member states, and presenting them again for people who couldn't attend.
      - Epperson asked via chat how the presentations will be selected? Rundle commented he could envision a suggestion box or online poll.

- Coalwell asked how the board could help? Rundle noted he will need some volunteers for the first Zoom presentation to new members and to expect to see an invitation. Coalwell added that the goals for these initiatives are: 1) Membership Growth, and 2) Membership Retention. 3) Overall growth of the organization.
- Finalizing Strategic Plan (Coalwell):
  - At meeting of Strategic Planning group new member Cindy Landis from Lakewood CO help created some Action Items surrounding the strategic plan's Guiding Principles. Mickey has not yet shared notes but will bring those to next Board meeting. He hopes to formalize into strategic plan for 2017-2018 at the next board meeting.
  - There were no questions or comments for Coalwell related to this discussion item.

### **Updates: Officers, Staff, and Contractors**

- Vice President – Clark
  - Update on Conference Planning:
    - The call for proposals for ended on May 31. 83 submissions were received for 30 slots. There were many proposals from MPLA members. The planning committee is considering adding Lightning Rounds to the program schedule.
    - Keynote speakers: They don't have anyone lined up specifically yet. Crockett added that they do have one tentative speaker, Dale Dougherty, CEO and founder of Make Magazine. Planners also have a requests out to Kathleen Sandoval, first lady of Nevada, and John McLeod, who brings virtual reality into public classrooms in the San Mateo California area.
    - Online registration and call for exhibitors up very soon. One premier sponsor already signed on, Civic Technologies.
    - Registration Fees: Clark, the following registration fee are tentatively finalized:
      - Early registration: \$150.00 (member), nonmember \$210.00
      - Regular registration: \$185 (member), nonmember \$240.00
    - Question Related to Discounted Registration for Speakers: Clark relayed that the planning group was grappling with a question from a potential speaker related to whether there would be a registration discount for speakers. (Registration rates had not been established prior to the call for presenters.) Several board members commented (via Zoom and in the chat) related to their experience in this area for their state associations, many arguing against offering the discount if it sets up an unequal experience that could be viewed as unfair. Johnson mentioned PNLA and the fact they offer one speaker rate to all selected speakers, across the

board, regardless of membership affiliation or early or regular registration. The group sentiment overall was that everyone should be treated equally in whatever the planning group comes up with, and that requests should be made on a case-by-case basis. Coalwell added that MPLA is a guest when partnering with NLA, and that ultimately we should let NLA make the final decision. Clark and Crocket thanked the group for the feedback and noted they would take it into consideration.

- The committee hopes to open the registration by Saturday, June 3<sup>rd</sup>.
- MPLA Board Meeting: Tentatively scheduled for 1-5 Monday during the preconferences, or Monday morning. TBD. Board members should communicate their preference related to morning or afternoon meeting directly to Clark.
- Preconference topics: Three workshops: Strategic Planning, Early Literacy, and Maker Services.

### Updates: Committees

- Awards Committee – Fockler
  - As indicated in her report, the Committee did what was asked in the last board meeting with an April 21<sup>st</sup> deadline, that being short biographies written for Dan Chaney and Carl Gaumer. Those biographies have been added to website. Nominations are now open for awards. Two received thus far. Ellen asked for assistance from state reps to get the information out about the awards.
  - Coalwell congratulated Fockler for MPLA receiving our first author member. The group discussed various ways to get the word out to other authors. Fockler noted she has written a short blurb and will send out.
- Nominating Committee – Coalwell (in Greene’s absence)
  - The committee is struggling with recruiting candidates to run for MPLA offices. Anyone with thoughts on how to assist with this effort is encouraged to contact Greene, Zelenski, or Coalwell with their ideas.

### Adjournment

President Coalwell called the meeting to a close at 4:09 p.m. MST.

Next Board Meeting – Friday, August 4, 2017 at 3:00 p.m. MST.

Respectfully submitted,  
Kris Johnson  
Recording Secretary