

Florida Library Association Executive Board

April 20, 2016 Meeting Minutes

BOARD MEMBERS PRESENT:

(VM = Voting Member)

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Brawer, Martina, Executive Director
Coppola, Gene, President (VM)
Grubb, Stephen, Region 1 Director (VM)
Hammill, Sarah, Treasurer (VM)
Head, Eric, Region 4 Director (VM)
Johnson, Amy State Librarian
Karshmer, Elana, Vice President/President Elect (VM)
McCarthy, Linda, Past President (VM)
Morris, Patricia, Region 5 Director (VM)
Nuhn, Peggy, Secretary (VM)
Reed, Caroline, Region 2 Director (VM)
Robinson, Deborah, Region 6 Director (VM)
Robinson, Kelly, Region 3 Director (VM)
Roopnarine, Shane, Board Fellow
Yoon, JungWon, USF Representative

BOARD MEMBERS ABSENT:

Doffek, Pamala, FSU Representative
Julian, Renaine, Board Fellow
Shader, Robin, ALA Councilor (VM)
Storck, Bernadette, Parliamentarian

GUESTS:

Livingston, Shaney, Incoming Region 5 Director Rampersad,
Kenny, Incoming Treasurer

1. Quorum and Agenda Review

- A. President Gene Coppola called the meeting to order at 10:01 a.m., and announced that the meeting will be recorded.

- B. Peggy Nuhn confirmed that we had a quorum.
- C. There were no introductions.
- D. Martina noted that she had sent an updated agenda.

2. Consent Agenda

- A. Gene clarified that the minutes being presented for approval were from the postconference Board Meeting and not from the Business Meeting which was part of the conference agenda.

Caroline Reed made a motion to approve the minutes, Eric Head seconded the motion.

3. President's Report

- A. To date, First Lady Ann Scott has not been available to accept her Library Advocate Award, Martina has tried to schedule this, and will continue to follow up. Gene will also be going to Tallahassee to obtain further endorsements for the Public Library Outcomes and Standards document and to meet with Amy Johnson regarding the potential for further collaboration between the State Library and FLA.
- B. Bucket List Update: The list of items now narrowed down to the top five, are all moving forward. These items are:
 - *2016 Strategic Plan* – The Planning Committee meeting is scheduled for April 28 in Altamonte Springs.
 - *ALA Conference Taskforce* – Elana Karshmer will address this later in the agenda.
 - *Fundraising Task Force* will take off in the coming year.
 - *Award nomination rubric* development; Gene, Martina, Amelia Anderson (Awards Committee chair), Elana Karshmer and Peggy Nuhn met online the previous day; the Awards Committee will move forward in developing a rubric to make the process more objective and equitable.
 - *Conference proposal rubric* Caroline Reed shared the Scholarship Committee rubric
- C. Manatee County Library Services Director Ava Ehde had requested Gene to attend a Manatee County Commissioner's meeting to explain the significance of FLA's "Library of the Year" and the "Betty Davis Miller Youth Services: Teens" awards the system had received this year, thereby lending more prestige to the honor. Gene noted that he is willing to be present for County/City Commission meetings for other recipients, or other similar outreach to support Florida libraries for the duration of his term as President.
- D. Gene asked Martina to speak about new FLA Membership software, MemberClicks. Martina has been advocating for new software for some time. RegOnline is made for conference registration and has many features which are conference-related, but the software does not support membership. The RegOnline introductory offer was attractive; however, that offer expired roughly a year ago. The RegOnline cost is now

approximately \$3.65 per member and for each conference registration as well as an additional charge to process credit cards. The timing was not good at that point to initiate an association software change, so additional costs have been incurred. MemberClicks offered an attractive discount on the set-up fee as an incentive to commit to purchasing it by March 31, 2016. Martina reviewed the costs which are within budget, and ultimately will cost less than RegOnline. RegOnline is a per member fee; MemberClicks is a yearly flat-rate. We will have some double charges during this transition, thus for a limited overlap period we can anticipate a higher than usual membership software dollar amount in the financial reports.

4. Treasurer's Report

- A. Treasurer Sarah Hammill reviewed the Treasurer's report. She noted that funds on hand are up by about \$52,000 from our last meeting, primarily due to the conference and membership renewals. The difference between our 2016 income and expenses through January is \$147,370.03. (Doc 4A). There were no questions.
- B. Our Budget to Actual report (Doc 4B) was also reviewed (through January). Sarah noted there has been a drop in personal memberships, which could be related to people not being able to attend the 2016 conference. Sarah noted our next report will more completely reflect conference revenue and expenses.
- C. President Gene Coppola reviewed Doc 4C, the budget amendment for the Strategic Planning meeting in Altamonte Springs on April 28. Martina noted that some names have changed, however the dollar amount which is \$2394.00 is unaffected. These costs do not include dinner; however FLA will pay for attendees' mileage, one night rooming and lunch.

Linda McCarthy made a motion to approve the Treasurer's Report; Deborah Robinson seconded. All were in favor; the Treasurer's Report will be filed for audit.

5. Executive Director's Report

Executive Director Martina Brawer reviewed the report, noting that after conference is a very busy time in the FLA Office. Gene asked for clarification on our insurance policies. Martina explained that we have three policies (1) liability (including a rider to cover conference locations); (2) Board of Directors and Operators insurance; and (3) a 'dishonesty bond' to cover the staff. Martina also talked about attending the Public Library Association conference and appreciated being afforded the opportunity to attend. She got some ideas for including some entertainment at the beginning of our opening session, and also spoke with some of the exhibitors, and got ideas for potential exhibitors. She also attended sessions on internal communications, e-rates, and advocacy. There was also a 'meet-up' for Florida attendees on the last evening with about 13 joining in. Martina will also be attending the FACRL conference in St. Augustine in the fall. Gene also congratulated Martina for having her presentation proposal to the Florida Society of Association Executives accepted.

6. New Business

- A. The Engage software (formerly Capwiz) has been upgraded and contains data on local elected officials for cities and counties with populations over 25,000. Organizational members who are mounting local campaigns may wish to avail themselves of this tool. Gene wanted to be sure everyone was aware; Faye Roberts is willing to assist.
- B. Letter to President Obama supporting the nomination of Carla Hayden for Librarian of Congress. A letter for members of Congress has also been drafted. Brief discussion of the 'Nonprofit' letter of support (Agenda item 6E) was incorporated into this portion of the agenda.
- C. Elana Karshmer announced the 2016-17 Board Intern and Fellow positions. Kayla Maurer is recommended as Intern; Leah Plocharczyk is recommended as Board Fellow.
- D. Gene discussed the updated Social Media Policy as submitted by FLA's Marketing Committee. Stephen Grubb expressed some concerns about the prohibitive content, and suggested the policy be more precise with respect to what is being prohibited, specifically with respect to prohibited advertisements and/or endorsements. For example, ALA or FLA should be able to promote upcoming conferences, or the sale of conference t-shirts, etc. Stephen suggested examples of prohibited content be given and noted the biggest offenders are authors promoting their books and performers looking for bookings. Linda McCarthy suggested some advertising could be of interest, but some do become excessive. Linda also noted that the opportunity for advertising by for-profit companies might even be promoted to business members. She noted that we have two separate Facebook accounts: the FLA Facebook *page* is the official communication site; the FLA Facebook *group* is more member-oriented and casual. These comments will be shared with the Marketing Committee so that they can be incorporated into the document. E. Discussed in Agenda item 6B.

7. Unfinished Business

- A. FLA is proceeding with plans to have a booth at the Florida Association of Counties Conference in late June, immediately following the ALA Conference. Gene will be staffing the booth and will be looking for up to two others to help with coverage. Martina discussed the logistics, and suggested sharing a schedule with the FLA membership. Since the purpose of our presence there is to proactively address the trend to privatize public libraries, anyone staffing the booth needs to be prepared to discuss this trend. The FLA travelling display board is being updated. More information will be shared soon.
- B. Gene addressed some informal feedback on the 2016 conference, he expressed that the conference went well overall. Debbie Robinson shared that she had heard only positive feedback; Patty Morris noted that the beach location was well received and Eric Head added that the location seemed to facilitate more informal socialization. Kelly Robinson shared that she had heard very good feedback as well. Martina noted

that she read every comment from the survey; the two areas that were singled out were that members want a full plated lunch -- no soup and salad, no boxed lunch -- and members want a closing session that truly closes things up. The Performer's Showcase was not seen as being sufficient for a closing session. Martina noted that as we move forward we do not want to be perceived as being 'cheap' with our attendees.

- C. Elana Karshmer reported that there has been limited communication with the local arrangements arm of ALA. There has been no information with respect as to when to send out a call for volunteers. Amy Johnson has arranged for the Secretary of State to speak at the opening session of ALA (as opposed to the Mayor of Orlando, etc.); the event is penciled in on her schedule.
- D. Linda McCarthy discussed membership, which is down. The Membership Committee will have their work cut out for them when renewal time comes around. The lull period post-conference may also have had an impact on Committee work, since in a regular year the conference ends the committee work year, however committees should have remained active until June. It was also noted that the annual reports are due soon, which also may have impacted committee activity; Martina will confirm the due date for those reports.
- E. The Ann Scott Award was discussed during the President's Report portion of the agenda.
- F. Peggy Nuhn provided an update on the Awards Committee. As noted earlier, Gene, Elana, Amelia, Regina and Peggy met online to discuss development of an awards rubric.
- G. Patty Morris reported on the Continuing Education Committee, the update was filed by committee chair Hillary Wagner, and reported on an April 7 webinar on 'Teaching and Assessing with the ACRL Framework' in collaboration with the FLA Academic Instruction and Information Literacy member group. The next webinar is planned for May 10 and designed for paraprofessionals on customer service and time management. The PLAN mini-conference is scheduled for September 9 at Gulf Coast State College in Panama City.
- H. Stephen Grubb reported on the Florida Public Library Outcomes and Standards Committee. There is a draft press release for review; it includes a link to a PDF of the standards on the FLA website. Next steps involve seeking endorsements; the League of Cities and the Florida City and County Management Association are both reviewing the document; then Gene and Martina will be meeting with the Florida Association on Counties. Stephen suggested that although the full and correct title of the document contains '2015' using that in a press release does make the information appear to be outdated. It was agreed to adjust this and move forward; a vote is not required.
- I. Elana Karshmer updated us on the Human Resources Committee; the committee's work is largely completed; they anticipate developing position descriptions for the different roles on the Board; Elana and Robin Shader will be working on this.

- J. Caroline Reed reported on the Intellectual Freedom Committee. The committee had a phone meeting on April 12; Charlie Parker has reached out to the ALA Intellectual Freedom Office; a meet-up is planned at the ALA Conference. May 1-7 is “Choose Privacy Week”; there is a website with good materials and this will be promoted starting this year.
- K. Eric Head reported on the Leadership Development Committee. They met recently and are discussing how effective the ‘Leadership Voices’ program is in its current format, and will be gathering feedback and statistics; the ‘One Book, One State’ initiative is featuring a work of fiction this year, so the committee is considering partnering with the Marketing Committee on this and possibly also the Black Caucus Member Group (this year’s ‘One Book’ selection is Zora Neale Hurston’s *Their Eyes Were Watching God*) to potentially arrange for regional book discussion groups. Finally, there was discussion about an invitation to work with the Membership and Career Development Committees on the potential for developing an FLA-based mentorship program which does not duplicate the ‘Sunshine State Library Leadership Development Institute’. A survey will be designed to gather more feedback prior to going forward.
- L. In Robin’s absence, Gene updated the Board on the Legislative Committee’s activities. Charlie Parker and Jonathan Miller, Library Director at Rollins College will be going to Washington, D.C. for National Library Day. Charlie has compiled a list of issues. Gene noted that in the coming year a major issue for public libraries will be confidentiality of records.
- M. Elana Karshmer reported on the Library Career Development Committee; the Library Career Development Committee initiated the FLA-based mentorship idea. The committee has developed a proposal and is receptive to feedback.
- N. Caroline Reed reported on the Marketing Committee; they met at the FLA Conference; Sara White is the incoming Chair. They participated in the ‘speeddating’ event. Their YouTube video developed for Legislative Day had received 561 views as of the end of February; their infographic had been accessed over 600 times. They have also clarified the sometimes overlapping roles of the Marketing Committee and the Conference Committee.
- O. In Anne Marie Casey’s absence, Gene noted the upcoming meeting of the Planning Committee in Altamonte Springs to discuss the Strategic Plan.
- P. Deborah Robinson reported on the Scholarship Committee. The committee is presently taking a well-deserved break; they met at the conference prior to the President’s Reception, but at that point all of the discussion concerned logistics. Debbie noted that this hard-working committee is extremely dedicated; Caroline noted that one of the difficulties the committee always has is getting something to eat during the President’s Reception because of the overlap of the reception and the silent auction and wine/beer toss. This needs to be addressed in the future.

8. Other Reports

- A. In Robin Shader’s absence there will be no ALA Report this time.

- B. Shane Roopnarine spoke for himself and Renaine Julian on their year as Board Fellows. Shane thanked everyone who attended the conference program on diversity, and recommended that inclusiveness be continue as a topic in future programming. He also expressed appreciation on behalf of Renaine and himself for the experience of being part of the FLA Board this past year. Gene expressed appreciation for Shane and Renaine's hard work this year.
- C. Amy Johnson, State Librarian, was present and shared that the Career Online High School met earlier today and is closing out Year 1; Year 2 will begin July 1.

9. Announcements

A. Gene noted that our next meeting will be June 28 at ALA in Orlando and it will be Elana's first meeting as Board President. Gene also expressed his appreciation to the current Board for all of their time and effort this past year.

Caroline Reed asked for a round of applause for Gene's work as Board President which was enthusiastically supported. *Thank you from all of us, Gene!*

Elana noted that she is officially on sabbatical beginning April 25. She will be available by e-mail but not at her office phone, and shared her cell phone number if needed.

Deborah Robinson filled out a committee application and wondered when those appointments would be made. Elana said they were ongoing and she would look into it. Debbie also suggested there may be some creative way to selectively feature members in the future, perhaps via our website. Gene agreed that people do like to be recognized. Caroline Reed noted that the new MemberClicks software might be used in this way. Sarah Hammill also suggested the idea of an FLA 'Member of the Month'.

10. Member Comments

None

11. Adjournment

Sarah Hammill made a motion to adjourn; Debbie Robinson seconded the motion. The meeting was adjourned at 11:54 a.m.

Respectfully submitted,

Peggy L. Nuhn

Peggy L. Nuhn, Secretary
Florida Library Association