

# Florida Library Association Board Meeting

## Minutes

December 8, 2017

### **BOARD MEMBERS PRESENT:**

(VM=Voting Member)

#### FLA Staff:

Dawn Pollock, Interim Executive Director  
Karen Layton, FLA Membership and Events Manager

#### Voting Members:

Sarah Hammill, Vice President, President-elect (VM)  
Tina Neville, Secretary (VM)  
Elana Karshmer, Past President, ALA Councilor (VM)  
Jorge Perez, Region 1 Director (VM)  
Anne Marie Casey, Region 3 Director (VM)  
Phyllis Gorshe, Region 4 Director (VM)

#### Non-voting Members:

Laura Spears, Advocacy and Legislative Committee Chair  
Amy Johnson, State Librarian

### **BOARD MEMBERS ABSENT:**

#### Voting Members:

Robin Shader, President (VM)  
Donna Vazquez, Treasurer (VM)  
Renaë Rountree, Region 6 Director (VM)  
Shaney Livingston, Region 5 Director (VM)

#### Non-voting Members:

Amelia Anderson, Planning Committee Chair  
Leila Gibradze, FSU Representative  
JungWon Yoon, USF Representative  
Kayla Maurer, Board Intern  
Leah Plocharczyk, Board Fellow  
Bernadette Storck, Parliamentarian

**VISITORS:** none

### **1. Quorum and Agenda Review**

- A. Call to order: The meeting was called to order by Vice President Sarah Hammill at 9:40 a.m.
- B. Establishment of quorum: Secretary Tina Neville confirmed that a quorum was present at that time.

### **2. President's remarks**

Sarah Hammill, filling in for Robin Shader, announced that Ava Ehde, Region 2 Director, has resigned from the Board. The President can appoint a replacement.

### **3. Consent Agenda**

A. Anne Casey moved to accept the agenda and Jorge Perez seconded. No discussion. Motion passed unanimously.

#### **B. Minutes of November 3, 2017 FLA Board Meeting**

Anne Casey moved to accept the minutes from the November meeting. Elana Karshmer seconded. No discussion. Motion passed unanimously.

### **4. Treasurer's report**

Donna Vazquez was unable to attend today's meeting. The Treasurer's report will be given at the January 2018 board meeting.

### **5. Executive Director's report**

- Member recruitment is in good shape.
- Recently held a face-to-face meeting with the lobbyist, Robert Stuart. Dawn complemented Laura Spears on all of her hard work.
- The Conference planning is moving along on schedule.
- A meeting is planned for December 11 at FLA with several other groups including FAME, Florida Humanities and several others to discuss how to reinforce presentations and unite on common legislative priorities.
- The FLA Office is still working on Irma donations.
- FLA is registered with DACS for the current year and the IRS 990 has been filed.

### **6. Business (New/Old)**

#### **A. Board Help Needed w/Vendor & Sponsor Calls (Sarah Hammill)**

The Board needs to help get sponsors and exhibitors. Each board member has been assigned a short list of vendors to call. The Conference Committee shared a memo and talking points to help guide the calls - follow the guide as appropriate. Dawn is working with last year's sponsors. The Conference Committee is taking on the majority of the calls. Before calling, look at the sponsor list for the options available to them. These are all people who work with libraries and to get 600+ eyes of librarians on their logo should be big. There are several events in the exhibit hall this year so there will be lots of traffic. Don't take any information by phone--have them fill out the form on the web. Call those that exhibited last year first, emphasizing that we sold out last year so they may want to get in early. Green highlights on the spreadsheet are the more affluent companies. Start now if you have the time but the calls can continue into January. Karen asked the Board to focus particularly on sponsorships. If you have any questions, contact Karen or Jeanice.

#### **B. HR Committee Actions (Sarah Hammill)**

- The HR Committee met on Nov 21, 2017.
- Sarah shared their proposed timeline for hiring the new Executive Director.
- The position will be posted as soon as it is approved by the Board.
- Plan to have the new person hired in time to attend the 2018 conference and start in June.

- Sarah highlighted some changes in the new job description:
  - They have move up the importance of working with legislative advocacy.
  - They have changed the minimum requirements to CAE Certification or MLS strongly preferred. An MLS is no longer required. Elana commented that there has been a huge discussion at ALA on the MLS requirement and they voted by a large majority that they would change the MLS from required to preferred, realizing there is a great difficulty finding someone with the appropriate leadership capabilities needed that also has an MLS. That discussion continues.
  - They have added sentence about the possibility of the salary increasing based on increased revenues.
  - Added that previous applicants need not apply.
  - The need for a Social Security number on the application was eliminated.
  - Karen noted that the email on the ad was incorrect and suggested that they add “no phone calls please”
- Approval of the advertisement and job descriptions don’t need a motion since they were put forth by a committee. The Board unanimously voted in favor of moving forward with the timeline and ad.

C. Advocacy and Legislative Update (Laura Spears)

- This has been a very busy month and Laura hasn’t had an opportunity to write up notes on the meetings with legislators and the Secretary of State.
- On Nov 13 Elijah Scott and Laura met with the Secretary of State. They discussed studies that show the impact of both public and academic libraries on the state. The Secretary of State would like to see more studies. Discussed a possible statewide study but would need to find funding. A study like this would go a long way toward raising the visibility of libraries to document impact to the legislators.
- The same group also met with staff members of the Higher Education Committee to discuss the value of e-resources provided by FLVC and the need to increase that funding.
- Dawn provided information on the face-to-face meeting with Robert Stuart, our lobbyist, to talk about the platform. The FLA Staff reiterated that we are very opposed to the property tax exemption increase. It was good to have a chance to talk in person although Robert communicates well via email. Dawn will send her notes to the board about actions on how to proceed using our people and time resources as wisely as possible with legislators. Robert emphasized the need to focus on our top 3-5 priorities rather than a variety of different things.
- Laura forwarded to Robert the information from the meeting of the committee that covers appropriations for transportation, education, and other agencies.
- The Legislative Committee is also following another bill, HB827 [http://www.myfloridahouse.gov/Sections/Documents/loaddoc.aspx?FileName= h0827\\_.docx&DocumentType=Bill&BillNumber=0827&Session=2018](http://www.myfloridahouse.gov/Sections/Documents/loaddoc.aspx?FileName= h0827_.docx&DocumentType=Bill&BillNumber=0827&Session=2018), that extends the influence of the group that promoted last year’s legislation regarding instructional material reviews. This information has also been forwarded to Robert along with an email introduction that Laura wrote with Bryan Cooper.
- Laura has been encouraging the Marketing Committee to find and share more success stories. This will allow librarians to share with legislators the videos and stories that are highlighting the value of libraries to their constituents.

**D. Committee Reports with Action Requested (Shaney Livingston)**

Although Shaney was unable to attend today's meeting, Karen shared information from the Membership committee. They are considering the idea of seeking a merger between FLA and a similar group and would like the Board's opinion on it before they approach the other group. After discussion, the Board responded that they like the idea that the membership committee is thinking outside the box on ways to expand our membership but this is a delicate issue. There are lots of things to consider so we won't want to rush into anything. Dawn suggests that discussions take place at the President-to-President level or, at least, at the ED-to-ED level, not at the committee level. If we do proceed, the conversation should continue at that level. Other issues to clarify first include what is the mission of each, what is the end result of the merger, why reach out to just one organization--why not other related ones, etc. A decision was tabled for now to allow time for additional consideration.

On another issue, the Membership Committee wonders if students in MLIS schools outside of Florida could be members of FLA at the student rate. Right now the membership application states members have to be enrolled in Florida schools. Students may be in an online program or they may be planning to move to Florida. Tina Neville moved that we look at the policies and application to remove any barriers to membership from non-Florida schools -- Anne Casey seconded. There was no additional discussion. Motion passed unanimously.

**7. Committee Reports**

**A. Awards Committee (Tina Neville)**

No update

**B. Continuing Education Committee**

No report

**C. Public Library Standards (Phyllis Gorshe)**

The committee will be meeting this afternoon. The Certification Committee has also been meeting. They have proposed a program for conference and Gene Coppola will be offering a program at the PLAN Small and Rural Libraries meeting in January. Meeting minutes from the December 2017 Certification Committee were included in the Board meeting documents.

**D. Fundraising Committee**

The Fundraising Committee provided meeting notes from their December 4, 2017 meeting. The notes highlight their progress on the Silent Auction, the Senior Partners Project, the Florida Authors tables, potential restaurant donations for conference, business member solicitation, and legacy gifts.

**E. Intellectual Freedom Committee**

Notes from the latest meeting were shared with the Board. Highlights include information about their work on the mock book challenge, Privacy Week, and discussions on processes for legislative tracking related to intellectual freedom.

**F. Leadership Development Committee (Ann Marie Casey)**

The committee has been working on a leadership meeting for NEFLIN. Advertising for the meeting will go out soon after the holidays. Additional information was submitted to the Board and included in the meeting documents.

G. Advocacy and Legislative Committee (Laura Spears)

See above.

H. HR Committee

See above.

I. Library Career Development

No report

J. Marketing Committee

Karen reported that the Marketing Committee has been very busy advertising Faces of Florida and promoting the conference.

K. Membership Committee and Data

See above.

L. Nominating Committee (Elana Karshmer)

The election is underway.

M. Planning Committee

Dawn reported that there will be a third quarter meeting in January to go over progress reports and discussing progress on the strategic planning goals.

N. Conference Committee

Karen reported that the schedule for the conference is about done and that notifications of the breakouts will be sent out soon.

O. Scholarship Committee (Jorge Perez)

The committee has been working on the silent auction. They plan to challenge artists and crafters to submit items to the auction. Scholarship applications are due December 11.

**8. Other reports:**

A. ALA Councilor (Elana Karshmer)

Elana reported on the ALA Executive Director hiring discussions (see above). The other main issue right now is concern over net neutrality. Elena will continue to send out information on this topic. FLA is monitoring the situation as well.

B. State Library (Amy Johnson, State Librarian)

- Noted that National Library Legislative Day in DC is on May 7-8. They are hoping to have a good turnout from Florida – the State Library can't support attendance financially but she does encourage attendance if possible.

- Funding for state aid and MLCs is flat right now -- it appears to some that there is an increase but it is actually a reinstatement to put back recurring funds that were lost last year. State Library pays close attention to all the bills being filed as well as all budget documents to not anything related to libraries across the state.
- 301 graduates from the Public Library Career Online high school program.
- Attended yesterday's meeting of the Members Council on Library Services at FALSC.
- Dec 13, the State Library is holding an online town hall discussion about how Florida Libraries are responding to disasters, particularly hurricanes -- register on the web page to attend. [Registration Link](#).
- Amy gave her quarterly division update (webinar) on Wednesday – the recording is available on the State Library web site. The archived presentation runs approximately 30 minutes.
- A rule revision related to the grant program underway. In 2018 one of the changes is that the current LSTA panel will combine with the statutorily required State Library Council to review the applications. In 2019 the applications will be reviewed solely by the State Library Council. The FLA President Elect is part of the State Library Council.

**9. Announcements** none

**10. Member Comments** none

**11. Adjourn**

The meeting was adjourned at 10:54 a.m. Anne Casey moved to adjourn, Sarah Hammill seconded. Motion passed.