

Florida Library Association Board Meeting

Minutes

June 9, 2017

BOARD MEMBERS PRESENT:

(VM=Voting Member)

FLA Staff:

Dawn Pollock, Interim Executive Director
Karen Layton, FLA Administrative Assistant

Voting Members:

Robin Shader, President (VM)
Sarah Hammill, Vice President, President-elect (VM)
Elana Karshmer, Past President, ALA Councilor (VM)
Tina Neville, Secretary (VM)
Donna Vazquez, Treasurer (VM)
Jorge Perez, Region 1 Director (VM)
Anne Marie Casey, Region 3 Director (VM)

Non-voting Members:

Amelia Anderson, Planning Committee Chair
Laura Spears, Advocacy and Legislative Committee Chair (?)
JungWon Yoon, USF Representative

BOARD MEMBERS ABSENT:

Voting Members:

Ava Ehde, Region 2 Director (VM)
Phyllis Gorshe, Region 4 Director (VM)
Shaney Livingston, Region 5 Director (VM)
Renaë Rountree, Region 6 Director (VM)

Non-voting Members:

Leila Gibradze, FSU Representative
Amy Johnson, State Librarian
Kayla Maurer, Board Intern
Leah Plocharczyk, Board Fellow
Bernadette Storck, Parliamentarian

VISITORS:

1. Quorum and Agenda Review

- A. Call to order: The meeting was called to order by President Robin Shader at 9:30 a.m.
- B. Establishment of quorum: Secretary Tina Neville confirmed that we have a quorum

C. Introductions (Board Roster): The Board roster was distributed to all members prior to the meeting and includes contact information

2. President's remarks

- Refer to the Board meeting schedule. Please schedule the monthly meetings in your calendar but hopefully, we will be able to cancel some of them if they aren't needed. Plans are to get through the meetings within an hour and a half whenever possible. She will let us know within the next two weeks if we will be having the July meeting.

3. Consent Agenda

- A. Minutes of May 12, 2017 FLA Business Meeting
- B. Minutes of May 12, 2017 FLA Board Meeting
- C. Minutes of April 21, 2017 FLA Board meeting

Sarah Hammill moved to accept all the minutes, Anne Marie Casey seconded. No discussion. Motion passed unanimously.

4. Treasurer's report (DonnaVazquez)

- A. Treasurer's Report Budget v. Actual as of 5-31-17

Expanded statement was distributed. As of May 31, 2017, the conference had a net income of \$55,867. Bottom line we didn't bring in the income that we had anticipated but the expenses were lower than anticipated. The amount over budget is \$81,447.45 which is what would be available for the ED position. If we had a full-time ED during the last year we would have only had a \$10,000 net income. Concern for the upcoming year is to be sure that memberships, fundraising and donations as high as possible.

- B. Treasurer's Report Assets as of 5-31-17

Our net worth is good. We have \$444,858.58 in total assets. Still working on moving some of the accounts in Lake City to Tallahassee banks. Dawn would like to ask the Board to allow her to consider some low risk investment options (those with low or no fees) She would talk to at least three financial planners to get suggestions. With only bank accounts the interest rate is way below the inflation rate. Do not need to vote on this since it is only gathering information at this time. Dawn was given permission to proceed.

- C. Financial Review for 2016

Donna highlighted the Statement of Activities (page 3) noting the drop in revenue from 2015 to 2016. Drops in fundraising, conference and event income for a difference of approximately \$97,000. Expenses dropped as well but not nearly as much as the revenue dropped.

Sarah Hammill asked whether the Board had planned on a deficit in 2016. Donna and Robin agreed that less was expected for that conference because of the change in time and location.

Sarah Hammill moved to approve the treasurer's report. Ann Marie Casey seconded. No discussion. Motion passed unanimously.

5. Executive Director's report

A. Including Strategic Plan Progress update

- Karen, Dawn and Amelia have met on the best way to get information flowing between the committees and the board regarding the strategic plan.
- Dawn has looked at member benefits from other associations around the country and no one else gives away free conference registration. As soon as the member benefits are update we can recruit, particularly organizational members.
- Senior Center pilot project is moving forward.
- Preliminary conference income was about \$56,000. Jeanice's contract has ended for this year but she will give us a proposal for a contract for next year as well as looking for a location for 2019.
- Financial review was somewhat less expensive than an audit. Should plan on another one in 2018 because of the change in ED.
- Making progress on closing some of the bank accounts and moving them into a checking account which is being drawn down. Once all of the BOA accounts are closed down will be working with Farmers and Merchants who are easier to work with regarding changing signatures and so forth. Now certified to securely take credit cards.
- Have sent the letter to the current advocate closing that contract within 60 days. Dawn is working with Laura Spears on a draft RFP for the new lobbyist. Discussions with Florida Humanities Council about advocacy. Dawn and Laura are working to see if they can get one of the pre-conference presenters from ALA to come to Florida. Debra Search is working on library day with some new approaches.
- Website task force on hiatus.
- Working with the Palm Beach County system to staff a booth at the Exhibitor Conference in June.
- Jorge agreed to help Karen with some posters for the Florida Association of Counties.
- Working on updates to the FLA Manual. Amelia has agreed to work on helping track changes so the board can review the changes. Much of it is housekeeping.
- Robin thanked Dawn and her group for the excellent report and all the work that they have done.

B. Member Benefits Proposal (Webinars/Repository)

- The existing member application was shown which is what gives organizational members free conference registrations. Had 141 free registrations this year leading to a significant income loss (over \$20,000). Changing this may lead to a loss in attendance. Currently, smaller library systems have less money but get fewer free registrations.
- Dawn provided a very preliminary list of suggestions to change this. Gail is putting together data on potential organizational members, their operating budget, are they current members, as well as how many free and paid registrations they have had for the last few years to gauge impact on changing the dues structure.

- Tina mentioned that, for library individuals, just because you have been working longer doesn't mean you are making more so that should be considered when making changes to the individual structure.

6. Business (New/Old)

A. Advocacy and Legislative Update/Sub-Committees (Laura)

- Two meetings are scheduled to get moving on planning and strategy. Will be meeting on June 16 to get people on board to prep for the annual in-person meeting in Orlando later this summer (July 31). Legislative session starts earlier next year. Working on the advocacy sharing timeline for next year which will be shared with the Board when it is ready. Also working on the platform for next year. Charlie Parker asked to revisit the confidentiality in libraries issue.
- The RFP for a new lobbyist is in very early stages. Dawn has done a lot of research to put the current draft together based on other library association's expectations of lobbyists. Laura encourages comments on the draft. She feels it may need some expansion to ask the lobbyist to go beyond just state aid to libraries but should also be including help with intellectual freedom issues and other library-related issues to allow us to be more proactive. Robin provided some background on earlier discussions where the previous board agreed that we should ask for bids for a new lobbyist every so many years. Hope to have the final RFP ready within the next few weeks.

B. Updated Executive Director Position Description

- Yesterday Robin and Dawn had a conversation. Dawn is willing to stay with FLA on a part-time basis for one more year. Robin feels we should take up her offer and wait a while to post the ED position. There are many projects started and we might be at a better point to bring in a new person after those are underway. In addition, if we can increase revenue in the meantime, we might be able to increase the salary a bit. Laura commented that the change in lobbyist process would also make bringing on a new ED right now less beneficial. Anne Marie commented that she really appreciated Dawn's willingness to stay on board. Robin mentioned that we could continue with the job ad but if we don't find what we want we will lose an additional \$4000. Donna agreed it will be great to have Dawn stay but suggested we clarify the timeline for when we will want to begin the new hiring process.
- Donna Vasquez moved to table the description and the ad for the time being and have the Human Resources committee iron out the details to move forward with keeping Dawn Pollock on for another year noting that the new contract would not exceed the amount we are currently paying. Tina Neville seconded. Motion passed unanimously.

C. Executive Director Job Ad (on hold, see above)

D. Hiring Budget (on hold, see above)

E. Committee Volunteers Rosters Being Sent

- Karen is working on them and they will be sent out to committee chairs and will be available to members on the web site.

F. Committee Way-of-Work Manual/Rosters (Example)

- Karen and Arianne Sears (FLA intern) have been working on a committee manual. Each committee will have a manual that contains information and policies that are relevant to that committee. Also creating a google drive account for each committee

to allow collaboration and better storage through the years. Robin wondered if the committee chair should refrain from using their own email contact list and only use the gmail address. It will be up to the committee chair but the gmail address list will be preferred to help with continuity. There will be a lot more visible structure this year and there will be an orientation meeting held when this is put into place. Having the google accounts will also allow synced calendars which will make it easier to schedule meetings. Committees will be asked to schedule their meetings a year in advance. The manual also includes steps for setting up GoToMeeting sessions, helpful tips for running meetings, etc. When completed, the manual will be in the respective committee's google drive.

7. Committee Reports

- A. Awards Committee (Tina Neville) No report from Tina. Nancy Brockman is the new chair.
- B. Continuing Education Committee (Karen Layton for Ava Ehde) They will be doing a webinar next month and possibly a second webinar over the summer. Plan to gather best practices to add to the member's only section of the website.
- C. Public Library Standards (Phyllis Gorshe) not present. No report.
- D. Fundraising Committee (Donna Vasquez) no report.
- E. Intellectual Freedom Committee (Rena Roundtree) Minutes of the May 10, 2017 meeting were distributed to the Board. Committee chair asked to send a letter to the Governor asking to veto the house bill on instructional materials. It is posted on the FLA website.
- F. Leadership Development Committee (Ann Marie Casey) Anne Marie was unsure of committee chair. Robin will follow up.
- G. Advocacy and Legislative Committee (Sarah Hammill and Laura Spears) Nothing to add above.
- H. HR Committee (Sarah Hammill) nothing to add to above.
- I. Library Career Development (Shaney Livingston) not present.
- J. Marketing Committee (Ava Ehde) not present. No report.
- K. Membership Committee and Data (Shaney Livingston) not present. No report.
- L. Nominating Committee (Elana Karshmer) Elana will be forming a committee within a month or two with representatives from around the state. Will discuss potential candidates focusing on a public librarian for the next vice president since the current VP is an academic. Contact Elana if you have any comments or concerns.

M. Planning Committee (Amelia Anderson) See information above. Will also be meeting again next month. Planning the next orientation for chairs and vice chairs.

N. Scholarship Committee (Jorge Perez) Attended the FLA meeting. This group is very organized and capable.

8. Other reports:

A. ALA Councilor (Elana Karshmer) Not much to report now. Elana will be attending ALA in a few weeks and should have more to report then. She will continue to forward ALA news to the FLA list.

B. State Library (Amy Johnson State Librarian) not present. No report.

9. Announcements

- Sarah plans on attending the chapter council meetings at ALA to brainstorm on revenue and membership ideas.
- Karen reported that we have raised over \$600 for the Debbie Robinson scholarship fund. Suggested posting this to the Facebook page as well.

10. Member Comments

- Robin shared that she has had some great comments about the conference.

11. Adjourn

The meeting was adjourned at 10:47 a.m. Sarah Hammill moved to adjourn, Anne Marie Casey seconded. Motion passed.