

Florida Library Association Board Meeting

Minutes

November 3, 2017

BOARD MEMBERS PRESENT:

(VM=Voting Member)

FLA Staff:

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

Voting Members:

Robin Shader, President (VM)
Tina Neville, Secretary (VM)
Elana Karshmer, Past President, ALA Councilor (VM)
Anne Marie Casey, Region 3 Director (VM)
Phyllis Gorshe, Region 4 Director (VM)
Renaë Rountree, Region 6 Director (VM)

Non-voting Members:

Laura Spears, Advocacy and Legislative Committee Chair
JungWon Yoon, USF Representative
Amy Johnson, State Librarian

BOARD MEMBERS ABSENT:

Voting Members:

Sarah Hammill, Vice President, President-elect (VM)
Donna Vazquez, Treasurer (VM)
Ava Ehde, Region 2 Director (VM)
Jorge Perez, Region 1 Director (VM)
Shanay Livingston, Region 5 Director (VM)

Non-voting Members:

Amelia Anderson, Planning Committee Chair
Leila Gibradze, FSU 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 President Robin Shader at 9:35 a.m.
- B. Establishment of quorum: Secretary Tina Neville confirmed that a quorum was present

2. President's remarks

- Thanks for attending

3. Consent Agenda

A. Minutes of October 13, 2017 FLA Board Meeting and October 31, 2017 FLA Board Meeting

Robin asked to correct the October 13 minutes to reflect that the bookmobile was offered from Ohio not Pennsylvania.

Anne Marie Casey moved to accept the minutes of both meetings with the change noted. Phyllis Gorshe seconded. No discussion. Motion passed unanimously.

4. Treasurer's report

A. Allocating Irma Donations (Dawn Pollock)

General Treasurer's report hasn't changed since the last meeting. Regarding Irma, Dawn asked permission to work with Donna acting as the Board check. They will follow the rules on designated donations and transparency, to match up the donations with those in need. At the last update we had approximately \$13,000. She has received a couple of requests for funds. Dawn noted that, if they can't give away all that has been donated, they may have to go back to the donors and ask if they would like to have them send the remaining funds to another library disaster relief fund in another state. Once the matches are made, Dawn will report back to the Board at a future meeting when all the money has been disbursed. Board agreed that Dawn and Donna should go forward with this plan.

5. Executive Director's report

- Based on the Oct 31 vote about the 2019 conference site, Dawn has asked Jeanice to go ahead and begin the contract process with the Doubletree at Universal in Orlando.
- Member renewal reminder letters are on time. The Membership Committee has been working hard.
- Dawn has been focusing a lot on advocacy and legislation. The face-to-face meeting with Robert Stuart is scheduled and the platform is completed.
- The Conference Committee has a script for donor/vendor calls. Program grid draft for the conference was distributed to the Board.
- Dawn attended the Public Library Directors conference and it was very productive. She recommends the future Executive Director make this a regular event for attendance.
- Dawn shared an update on partnership activities with FAME which have proven quite successful.

6. Business (New/Old)

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

- The legislative platform has been posted and distributed. Based on the platform they have created a one-page flyer for legislators to provide a concise summary of needs with contact information. The Marketing Committee will also be using social media to distribute information to the legislators. This should help to develop relationships prior to the legislative sessions. Laura will also share this information with all of the public library directors.
- Robin reported on a visit this week with Charles Mayberry to meet with Senator Gainer. Senator Gainer was a long-time county commissioner and was already very aware of the

value and use of libraries. He asked them what is needed and Robin shared the list that the State Library prepares on funding to libraries by county. She will also share the legislative flyer along with some additional follow-up information.

- The meeting with Robert Stuart is in less than two weeks. This will be an opportunity to be sure everyone is on the same page and aware of what they need to do.

B. Conference Program Grid (Karen Layton)

- Karen has been working with Cheryl Wolfe on the grid and a draft copy was distributed to the Board. The current draft includes all of the accepted programs. Once the committee and member group meetings are scheduled we may be able to add several more breakouts. There is less space this year than last year. Karen also distributed a list of the 63 programs that have been approved. Robin asked Board members to look over the list and if they see any glaring omissions to contact the FLA office. This year FLA has asked any association that is offering a reception to absorb the costs.

C. Draft Sponsor/Vendor Call Script for Board

- Board members are being asked to contact the larger vendors to help with recruitment and sponsorship. The draft script was distributed. Exhibitor information should be released on November 15. The calls will take place in early December.

7. **Committee Reports**

A. Awards Committee (Tina Neville)

Have not met recently. Tina notified the Chair that the Board agreed to eliminate the Best Booth Award. Awards nomination information is on the FLA website and has been distributed via social media. Robin suggested that if there is a time being given for a deadline, please make it clear that it is Eastern Time since some of our members are in Central Time.

B. Continuing Education Committee (Ava Ehde)

Karen commented that they are working on a repository of best practices for the web site. It should be launching soon. They are also working on a couple of webinars.

C. Public Library Standards (Phyllis Gorshe)

They had to cancel the September meeting but, at the Public Library Directors meeting in October, Gene Coppola talked about working on possible certification plans.

D. Fundraising Committee (Donna Vasquez)

Karen reported on creating a letter for prospective business member which went out to over 200 businesses. They are also working on getting a big name author to Skype at the conference.

E. Intellectual Freedom Committee (Renaë Roundtree)

Robin reported that they have been very involved in the Dixie County issue. Renaë commented that they will be having their next meeting on Nov. 21.

F. Leadership Development Committee (Ann Marie Casey)

Committee didn't meet in October. No updates.

G. Advocacy and Legislative Committee (Laura Spears)

See above.

H. HR Committee

Sarah sent out some dates about an upcoming meeting to start the hiring for the new ED.

I. Library Career Development

Karen reported that they are moving forward with the mentoring program although they only have two mentee applications.

J. Marketing Committee

Karen reported that they are working on an initiative with the Legislative Committee on a campaign to create publicity for the legislators. It is called Faces of Florida. Robin thanked them for this great work.

K. Membership Committee and Data

Membership report on renewals was distributed. We currently have 945 members.

L. Nominating Committee (Elana Karshmer)

The slate was sent out to the membership. No additional nominees received to date. Next step will be the election process. They will be using a new, more streamlined process. Elana asked the Board to encourage everyone to vote. Often the results are quite close.

M. Planning Committee

Not present. No report.

N. Conference Committee

Everything is moving forward very well.

O. Scholarship Committee

Scholarships are available for applications. Committee is working on the silent auction and the wine toss.

8. Other reports:

A. ALA Councilor (Elana Karshmer)

There has been a lot of discussion about their inability to hire a new executive director in the first search. They are considering changing the job description and not requiring an MLS but looking for more of an association professional. Similar discussions to what FLA has gone through. Noted that it is difficult to find someone who is qualified to run an organization well and we need to move with the times and consider other qualifications beyond the MLS.

B. State Library (Amy Johnson State Librarian)

- Had a very successful Public Library Directors meeting
- Attended the FAME conference and glad to offer FLA materials at their both. Looking forward to future partnerships.
- Had a wonderful overview by Sarah Hammill on the division.

- Busy watching legislation. They review every bill that is filed to consider any effect on libraries.
- Will be looking for a new director of legislative affairs soon. Amy will keep Dawn and Robin in the loop on updates.
- Amy attended the Chief Officers of State Library Agencies (COSLA) in Tennessee. She received many questions about how Florida libraries and residents were faring after the hurricane.
- Continues to work on supporting the high school program.
- For those receiving grants from the Division, be aware that they are finalizing the grant applications for 2018. Some are being revised in small or major ways before the applications open in March 2018.

9. Announcements none

10. Member Comments none

11. Adjourn

The meeting was adjourned at 10:27 a.m. Tina Neville moved to adjourn, Anne Marie Casey seconded. Motion passed.