

# Florida Library Association Board Meeting

## Minutes

May 25, 2018

### **BOARD MEMBERS PRESENT:**

(VM=Voting Member)

#### FLA Staff:

Lisa O'Donnell, Executive Director

#### Voting Members:

Sarah J. Hammill, President (VM)

Eric Head, Vice President, President Elect (VM)

Donna Vazquez, Treasurer (VM)

Tina Neville, Secretary (VM)

Robin Shader, Past President (VM)

Jorge Perez, Region 1 Director (VM)

Matt Selby, Region 2 Director (VM)

Phyllis Gorshe, Region 4 Director (VM)

Heather Sostrom, Region 5 Director (VM)

Renaine Julian, Region 6 Director (VM)

Sara Gonzalez, ALA Councilor (VM)

#### Non-voting Members:

Laura Spears, Advocacy and Legislative Committee Chair

Matthew David, Planning Committee Chair

JungWon Yoon, USF Representative

Leila Gibradze, FSU Representative

### **BOARD MEMBERS ABSENT:**

#### Voting Members:

Anne Marie Casey, Region 3 Director (VM)

#### Visitors:

Robert Stuart (Gray Robinson)

Chris Spencer (Gray Robinson)

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

- A. Call to order: The meeting was called to order by President Sarah Hammill at 1:15 p.m.
- B. Establishment of quorum: Secretary Tina Neville confirmed that a quorum was present at that time.
- C. Introductions
- D. Conflict of Interest Policy/forms: Lisa O'Donnell distributed and collected the forms for board member signatures. New forms have to be completed at the start of each new year.

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

Sarah thanked Robin, the FLA staff and the members for another great conference.

## **3. Consent Agenda**

### **A. Minutes of the March 9, 2018 FLA Board Meeting**

Donna Vazquez moved to accept the minutes of the March 9 meeting. Phyllis Gorshe seconded. No discussion. Motion passed unanimously.

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

Donna reported that, as of April 30, 2018, FLA income was at \$316,537 which is 95% of our planned income. Expenses are at \$313,292 which is only 39% of the planned expenses but many of the expenses are later in the year because of the conference.

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

- There was a membership increase of 18.5 % over last year. Organizational memberships have increased this year as well. We have added four major library systems. In addition to normal recruitment and retention activities, some of the increase may be related to the new requirement that award recipients must be members of FLA.
- Things are going well. The board meeting schedule is included in today's packet. Lisa will continue her updates at those meetings

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

### **A. Legislative recap (Gray Robinson)**

- Robert Stuart and Chris Spencer from Gray Robinson were present. They gave a brief overview of the firm, and commented that the firm has a growing niche with representing associations and they are enjoying their work with FLA. They are not new to the library world as they have represented the Orange County library system for a long time.
- Regarding this spring's legislative session, at one point statewide grants were decreased but they were restored before the end of the session. Construction wasn't nearly what is needed or wanted and they will continue to work on that. They also work on converting legislators from being neutral toward libraries to making them supporters. The TED budget, one of the larger allocations, but much of it is trust funds that can't be used on general revenue. Non-recurring revenue are the hardest dollars to find (where construction grants fall). This year a lot of issues came up that sucked up the revenue dollars. In the time before the next session, librarians should start asking legislators to visit the libraries to see how state funds are used and discuss what is needed. Once new members are elected, need to start developing relationships with them. Don't wait.
- Robert and Chris emphasized that they want to keep our communication active--don't stop asking them for help.
- When asked about the proposed Homestead Exemption, they suggested we assume it will pass. The business community is starting to focus on it. That may lead to a funded effort to defeat it since if it passes it will involve service cuts or needing to get funds from non-homestead areas. But be prepared for it to pass since voters generally want to lower the tax burden. There will be a very large ballot this fall so there may be ballot fatigue that will influence results. In those cases, some voters may not vote on all issues or may vote no.

B. Paraprofessional certification task force

The Library Career Development, Leadership Development and the Continuing Education Committees want to put together an adhoc task force to look at paraprofessional certification. If done well, this could be money generating while, at the same time, providing better education to our paraprofessionals. They are also considering applying for an IMLS grant. Once the committee has more details, they will come to the board for official approval.

C. Appointment of ALA Councilor

Elana Karshmer has resigned as ALA Councilor. Robin and Sarah have asked Sara Gonzalez who is willing. Eric Head moved to approved Sara Gonzalez for ALA councilor. Robin Shader seconded. No discussion. Motion passed unanimously.

D. Appointment of Intern/Board Fellows

There is limited staffing at the Executive Office so they would like to move forward with revitalizing the fellowship program to help out on special projects. One intern or fellow would be collaborating with legislative committee. They will be putting out a nomination form and might consider asking new professionals or library science students. Participants won't necessarily have to be in the Tallahassee area. More information will follow.

E. Memo on additions and changes to the FLA policies

- Documentation will be sent forward prior to a vote for approval.
- 3 changes are proposed:
  - Antitrust policy. Any time you have a group of competitors that meet to discuss the profession it tends to be seen as anti-competitive. We don't want to give the impression that FLA is doing that so it would be beneficial to have this included in our manual and bylaws.
  - Apparent authority. Needed when an officer, a committee member or a task force member speaks on behalf of the organization. There is a classic example of a committee member at a company saying to a vendor that they didn't like another vendor and they used their own letterhead to write their disapproval. The case ended up in a \$10 million fine. We need a statement to protect against that kind of possibility.
  - Adhoc committee policy. New language is suggested for Article 7, Section B.1. Ad Hoc Committees that will allow non-members to participate. This help with moving forward on actions such as the paraprofessional certification. The new language will be:  
*There may also be from time to time Special or Ad Hoc Committees and/or Task Forces. The President may appoint these committees and task forces with a specific assignment. Ad hoc committees and/or task forces are available to members and non-members. At the end of that term of office, if the work assigned to the committee has not been completed, the incoming President may continue the current appointees and either add to, or replace them.*  
Robin moved to approve this language. Eric seconded. No further discussion. Motion passed unanimously.

F. Privatization issue

Seminole County is requesting proposals for privatization. Robin has written a letter to the editors and the commissioners. Sarah will also be writing an op/ed piece and appreciates help with that.

### **Committee reports with action items**

#### **A. Membership/Marketing merger.**

Both of the current committees are on strongly on board with the change. There is a lot of overlap between the current committees. Camielle Crampsie is set to lead the new, merged committee. Eric moved to merge the committees. Robin seconded. There was some discussion about how it will work. They may use sub-committees but it will all be under the umbrella of one committee which will aid in communication. The new committee will be called the Membership and Marketing Committee. Jorge mentioned that there has also been confusion about the overlap of Marketing (all FLA actions) and Advertising (sub-committee of the conference committee that has only advertised the conference). Communications will be a sub-committee of the new structure which should help with that issue. Vote: Motion passed unanimously

Note: Liaisons from the board are currently filled by two different people--Sarah will appoint one person.

#### **B. Intellectual Freedom has a donor for the subscription to the *Journal of Intellectual Freedom and Privacy* so it won't come out of the budget of FLA. The donor is an FLA member. The subscription will be made available to the whole committee and they should be sharing the information that they glean from it with the larger membership. Robin moved to accept the Motion. Matt Selby seconded. No further discussion. Motion passed unanimously.**

## **7. Committee Reports**

#### **A. Awards**

Sarah mentioned that there didn't appear to be as many academic awards as usual. There were nominations but they weren't all FLA members. Tina attended the meeting at conference. The members were appreciative of not needing to try to get through the Exhibitor Award which was discontinued this year. They are waiting to see if that award is missed or even noticed. Fewer nominations this year may have been related to the membership requirement although there is also the possibility that the new requirement added some new members.

#### **B. Continuing Education**

The committee is working on an innovation lab to capture innovative ideas and policies. They offered four webinars this year with one having 104 registrants. They provided focused webinars leading up to the conference and advertised the conference at them. The committee will also be doing a webinar to talk about innovation in general and the innovation lab.

#### **C. Public Library Standards Certification**

There was a major overhaul in 2015 which was the first time since the 1990s. The goal now is to update and revise on a more regular basis. The next revision will probably be 2020. They saw good attendance at the session at conference with good discussions and ideas.

#### **D. Fundraising Committee**

Sarah attended. There is interest by a new member who looks like they will be a great asset to the committee. Sarah mentioned they would like to find funding for a library staff or student outside of the Tallahassee area to come up for library day.

E. Intellectual Freedom

Sarah and Robin attended part of the meeting. They gave an update on a database that looks at intellectual freedom and policy issues. The incoming chair knows that they are expected to have a program at next year's conference. There is a reporting form on the website but it is hard to find through Google so they would like to improve on that. They have looked at other state's sites for ideas. They are also looking at ways to improve communication between this committee and Advocacy Legislative Committee.

F. Leadership Development

Sarah and Renaine attended. They are considering Leadership Voices again at next year's conference. They decided that holding this program every two years was more useful. The group will be pushing for more leadership opportunities between conferences. Sarah is asking for recommendations for One Book, One State. Once some suggestions are received, the Leadership Development Committee will make the final decision on the book.

G. Advocacy/Legislative

Eric reported that Laura gave a great review of everything that had been done over the course of the year and they discussed ideas for next year. Engage will need a lot of updating so Laura will need help with that. Gray Robinson said they can provide some help with the updating.

H. HR committee

They will be creating a solid process for evaluating the executive director and are thinking about future membership. It is not in the bylaws but traditionally the incoming president/vice president is the chair of the committee. They will be making a motion to add this to the bylaws later this year.

I. Library Career Development

No report

J. Marketing Committee

The Faces of Florida Libraries initiative was very successful so they are trying to add more "feel good" stories. There have been lots of likes on social media including from lawmakers. In the coming year, they will be looking at analytics more and they want to work on highlighting member stories more.

K. Membership

Nothing to add

L. Nominating

Robin will be chair this year. No report at this time

M. Planning

They have worked through almost a year now with the new structure of having chairs and vice chairs of all committees as the Planning Committee. A lot of the year was spent figuring out the best means of communication and working through streamlining the strategic plan and mapping it back to the original, longer plan. There is still work to do on that and on a process for creating the next strategic plan so it is truly a shared plan.

N. Scholarship

Jorge was unable to attend the meeting but traditionally it is very organized and discusses logistics for the current conference. This is a very committed group. There was discussion of the fundraising part of the committee transitioning to the FLA Fundraising Committee. It may take a few years to get them up to speed but Sarah says they are getting there. There were lots of high level nominations for scholarships this year. Jorge would like to suggest that the Debbie Robinson be a continuing scholarship if possible since she was a valuable, long-time member of the association.

## **8. Other Reports**

A. ALA report—no report now but Sara will report after the ALA conference in June.

B. State Library—no report

C. Florida Civic Advancement—no report

D. 2018 2019 board meeting schedule.

Tentative dates are set up for the third Friday of each month from 11:00-12:30 EST.

Specific days are included in the board meeting packet. The February date is TBD with the hopes of having a face-to-face meeting during library days.

## **9. Announcements** none

## **10. Member Comments**

Phyllis mentioned that there were a lot of Friends board members at the conference but there wasn't a lot of guidance for them nor many programs aimed at their interests. For future conferences, it would be helpful to have a liaison to work with the friends group. Consider having appropriate programs on Friends day (advocacy, non-profits, etc.) even if they aren't specifically friends programs. Laura commented that Debra Sears is very knowledgeable about the friends group and their support at library days.

## **11. Adjourn**

The meeting was adjourned at 2:24 p.m.