

Maryland Library Association  
Executive Board/Advisory Council Meeting Minutes  
January 15, 2019 | 10 a.m. - 12 p.m.

**In Attendance**

Lisa Kenyon, Maryland Author Award; Sabine Simonson, OSIG; Margaret Carty, MLA; Joseph Thompson, Past President; Conni Strittmatter, FoLIG; Carl P. Olson, Treasurer & GILG; Kristen Bodvin, CSD; David Dahl, ALA Councilor; Lisa Swain, MAPIG; Nay Keppler, Conference Chair & LDD; Kelsey Hughes, TIG; Sara Brown, IFP; Bryan Hissong, LLTC & MLLI; Denise Davis, Nominations & Elections Chair; Amy Jenkins, RAIG; Ryan O'Grady, Technology Committee;

**Online Attendance**

Megan Jones, LAIG; Pam Taylor, PSD; Carrie Raines, Marketing Committee; Kimberly Miller, ACRL; Amy Moser, SSD

**Excused Absences**

Carly Reighard, MIG; Elizabeth Howe, Archivist; Angelisa Hawes; Natalie Edington, Legislative Panel; Martha Zimmerman, PPD; Tamar Sarnoff, MSL; Tiffany Sutherland, Membership Committee; Mary Anne Bowman, Bylaws Chair & Secretary

**Unexcused Absences**

**Call to Order**

**Andrea Berstler**

**Changes to the Agenda**

Nay Keppler was here representing IFP as well.

**Minutes November 20, 2019**

**Mary Anne Bowman (5 min)**

David Dahl moved to approve the minutes. Minutes approved as amended.

**Treasurer's Report**

**Carl Olson (10 min)**

- Quickbooks has added percentage changes, which allows us to see changes over years. Bank accounts are up 82.43% from last year at this time.
- Total liabilities and equity are at \$196,595.94. Conference income has picked up and is at \$56,340. Fundraising income is down 18.39%.
- Group program income is down 57.96%.
- Gross Profit is up 29.11% from this time last year.
- We believe this is due to a shift in conference income coming in earlier than usual from vendors and sponsors.

- Conference expenses are up a great deal, 834.06%, due to speaker honoraria and DE reimbursement.
- Program expenses are 84.47% lower than last year.
- Total expenses are up 20.70%.
- Net income is up 63.95%
- Membership dues are at \$32,994, 42% of what was budgeted for the year.
- Total income is at \$191,975.06, 46.81% of what was budgeted for the year.
- The Conference expenses are currently at 6.56% of the budget for the year.
- Committee expenses are at \$300 and are just beginning for the year.
- Office expenses are currently at 36.37%.
- Personnel expenses are at \$64,842.69, 43.30% of what was budgeted.
- Programming has been slow but will pick up in th Spring.
- Total expenses are at \$176,126.13, 42.86% of the budget.
- We are projected to end the year \$1,156.87 ahead of the budget.
- Margaret let us know that as of today, we have a total of \$48,800 in sponsorship (an increase since the treasurer's report was put together).
- Nay Keppler motions to accept the treasurer's report. Kristen Bodvin seconds.

#### **Unfinished Business**

##### **ALA Midwinter**

##### **Joe Thompson (3 min)**

- Joe Thompson thanks everyone who has signed up so far to work at the MLA table in the exhibit hall. The goal is to have 2 people there every hour.
- We could still use people Sunday afternoon and any hour Monday. The hall is open 9am-2pm Monday.
- Anyone is welcome to drop in unplanned to help out.
- We are able to give free exhibit passes to MLA members. Joe is not sure if you can get a reimbursement if you already purchased the pass.
- Andrea reminds everyone there is a reception Thursday night at ALA midwinter for local chapters, which include MLA. You need to registers, but it is free. This is being hosted by the Pennsylvania Library Association.

#### **Day by Day Calendars**

- We are working on possible additional distribution of the day by day calendars created by the Maryland State Library. They include early literacy activities every day of the week and are illustrated by Marcia Leiter.
- Carroll County is looking at ways to do a second print of these. How many we order determines the price. Nothing about them will change.
- Andrea will be asking systems if they are interested in ordering more calendars.
- These will be included in the legislative day packets.

#### **Legislative Day**

- Margaret says we could use a few more sponsors.

#### **New Business**

##### **Fine Free Legislation**

- Senator Elfreth (Anne Arundel County) is proposing legislation to impose libraries from charging fines.
- While it is great this legislation is attempting to make libraries more accessible to everyone, fines are a policy, which must be decided by the board. This would create a precedent we would rather not see.
- We would like to shift the focus to encourage and champion libraries and what they're doing to become more accessible and away from legislating it. Andrea brought up the example in Florida where a governmental body banned the New York Times from the library system.
- The legislation includes funding to replace the lost income from fines. We will be encouraging the senator to redirect that funding into other streams, such as the per capita funding.
- Another alternative is to change to only fine free for children.
- Carrie Willson from Calvert County is drafting a letter and will share with other directors.
- MLA could consider drafting a statement in the future about this, though we would need to avoid the statement seeming like MLA is trying to tell libraries what policies to instate or not.
- Denise suggested seeing if the bill would, instead, offer a grant for libraries going fine free to help offset the loss of income. This would allow the process to be optional.
- Another option is to buy time by asking the legislation to be deferred, then ask for a study.
- As far as we know, there are no other co-sponsors yet.

#### **TSD**

- TSD was a division, then changed into an interest group.
- It is currently leaderless after Susan Grant had to step down.
- Joe Thompson, Andrea Berstler, and Margaret Carty are trying to get more information about who are current members and if anyone would be interested in leading the interest group.
- Otherwise, the group may need to dissolve.
- Joe Thompson will update us in February.

#### **President's Report**

**Andrea Berstler (5 min)**

Strategic Planning group will be meeting soon to schedule conference calls.

- The Poe House event is all planned and ready for this Sunday, January 19<sup>th</sup>, at 1pm.
- Poe mugs will be handed out at the event.
- Legislative day is February 5<sup>th</sup>. One of the big talking points is to increase the capital funding for libraries from \$5 million to \$10 million. The Kirwan Commission is one of the biggest topics for legislators in Maryland, though.
- National Legislative day is coming up in May, Andrea is attending.
- Andrea will be attending ALA Midwinter, PLA, and ALA Annual.

#### **Vice President/President Elect**

**Morgan Miller (5 min)**

- Morgan is also involved in troubleshooting the fine free legislation.

- Morgan did receive information that the capital grant might be at \$7.3 million rather than \$5 million this year.
- Morgan will be attending ALA Midwinter as well and will be working the booth in the exhibit hall. She will be attending Chapter Councilor orientation to prepare for her President role next year.
- Kirwan commission continues to be a hot topic for legislators in Maryland. Morgan believes we should be trying to draw more connections between the Kirwan commission's goals and what Libraries do.

#### **Executive Director**

#### **Margaret Carty (5 min)**

- Margaret will not be at the Poe House dedication, but MLA will have plenty of representation.
- Margaret will be attending MAPLA tomorrow. She and Brian Hissong will present on what MLA has to offer for leadership development. Maureen Sullivan says we are the first state to offer such leadership development for library staff.
- We are all set for ALA Midwinter. Margaret encourages everyone to work the booth for at least an hour. Even just attending the exhibit hall is a wonderful experience.
- Sarah Biddinger will be attending for a day to learn more about the conference. She will be working the booth all day Saturday. We could still use some people from 2-5 to work the booth with her.
- If you are going to work the booth, you do need to let Margaret know so she can register you to work the booth through ALA.
- If you plan to come to Legislative Day, please talk to your director since they coordinate who should talk to whom. There is also a reception, which people are welcome to come down for even if they're not attending the full day.
- The conference brochure just came in.
- Margaret and Kate will be providing a list of vendors at ALA Midwinter who have attended MLA in the past. Anyone attending ALA Midwinter should make a point of going to these vendors to thank them for attending MLA and to encourage them to attend again.

#### **ALA Councilor's Report**

#### **David Dahl (5 min)**

- This morning, ALA announced their new Executive Director – Tracy D. Hall. Most recently, she was the director of The Culture Program at the Joyce Foundation. She does have a library background with an MLIS. She has been involved in the Spectrum Scholar program as well. She starts February 24<sup>th</sup>.
- There was continued debate at ALA about whether to require the ML(I)S. This moved over to a preferred requirement.
- ALA has agreed to sell their headquarters in Chicago. All of their staff will move to a leased office space. Money from the sale will be used to lease the new space. Anything left will go into their endowment, which will improve their investments.
- David will be attending ALA Midwinter.

- At ALA Annual, there were some protests around some booths (ie the CIA booth). ALA had planned to add a space where protesting could take place in the exhibit hall, but due to concerns over this plan they are going back to the drawing board.
- Joe mentioned there is still language in the registration confirmation for Annual that addresses the issues of protest at the conference. David believes the language being there was an oversight as it should not be in there.
- If you are going to Midwinter, there will be several opportunities to provide feedback on the “Forward Together” initiative. There will also be a webinar on this February 13<sup>th</sup>. David will send out information on this.
- “Forward Together” is the replacement for SCOE, but focuses more on direct member engagement with the executive board.

### **Past President**

### **Joe Thompson (5 min)**

- Joe served on the MLA awards group. Those will be announced soon.
- Joe filled in for Andrea the Legislative panel last week.
- Joe was interviewed this morning at 5:45am with Lynn Wheeler (CML) by the news promoting the Poe House Literary Landmark Dedication.
- At Midwinter, Joe will be attending the Chapter Leaders Forum and the ALA Committee on Library Advocacy as a member of RUSA.
- Joe will attend the ALA Congressional Fly In February 10<sup>th</sup>-11<sup>th</sup>. This is an invitation only event. Joe will attend with Mary Hastler and Michael Blackwell.
- MLA Facebook page has been reposting division and committee posts.
- Joe noticed the MLA Twitter account had gone down, so he reactivated it.
- He is filling the social media gap until the marketing committee is ready to take it over.

### **Conference Director’s Report**

### **Nay Keppler (5 min)**

- We just got the brochure print this morning and will be proofing it today.
- Poster session proposals are coming in – the deadline is January 31<sup>st</sup>.
- Once the brochure is completed, the website will be the next priority.
- Margaret has worked hard to make sure the food is better this year.

### **Reports from Units**

### **Unit Leader (1 min)**

“Hey, just a minute”

Total = 15 min

- Technology Committee (Ryan O’Grady) – Working on the tech petting zoo for MLA Annual
- MD Author Award Chair (Lisa Kenyon) – The winning author for adult fiction this year is Alex Rickloff.
- Nominations and Elections Committee (Denise Davis) – They have completed the packet for nominations. The next step is for Margaret to begin the election process.
- Library Leadership Training Committee (Bryan Hissong) – There are a lot of great opportunities coming up next year. He will be updating us all soon on all of these.
- Intellectual Freedom Panel (Sara Brown) – They are working on their conference and spring programs and working on getting their social media presence back up.

- Maryland Adult Programming Interest Group (Lisa Swain) – Working on upcoming spring programs.
- Leadership Development Division (Nay Keppler) – LDD has been using blackboard more for meetings, which has increase participation. Leading with Anxiety is coming soon with 29 people currently registered.
- Readers Advisory Interest Group (Amy Jenkins) – RAIG has 4 new members! They are working on their MLA Annual programs. In the late sprint, RAIG is offering a program on Juvenile Fiction. Amy also reminds us to consider putting together a silent auction basket for MLA Annual.
- Government (Carl Olson) – Working on MLA Annual program on digital repositories.
- Teen Interest Group (Kelsey Hughes) – TIG is interested in meeting more regularly. They will try to go for every 2 months. They have added an online component, which has increase participation. Kelsey is working on succession planning so she is not chair forever.
- FoLIG (Conni Strittmatter) – Meeting monthly about our topics of the month, everyone is welcome to join. February’s meeting is all about Academic Libraries.
- Children’s Services Division (Kristen Bodvin) –They are working on MLA Annual Programs and Kids Are Customers March 5<sup>th</sup> (snowdate March 19<sup>th</sup>).
- Public Services Division (Pam Taylor) – PSD is sponsoring 2 PreConference and 9 regular programs at Conference. Thrifty Crafting for Adults will be held on January 30, 2020 at the Arbutus Branch of BCPL
- Library Advocacy Interest Group (Megan Jones) - LAIG has two upcoming trainings to help prepare folks for MD Library Day. January 22 from 12:30-2:00 at Hereford Branch of BCPL, thanks to Andrea and Joe for presenting! January 30 from 2:30-4:00 pm at Calvert Library in Prince Frederick, Carrie Willson and I will be presenting.
- Association of College & Research Library – Maryland (Kimberly Miller) - ACRL-MD just submitted a form for an April program. We're also planning to continue our winter duckpin bowling social, tentatively February 21st. Plus programs at conference.
- Support Services Division (Amy Moser) - SSD is working on our MLA conference programs. We've also been experimenting with our FB page as a way to reach new audiences - posting more original content and trying to engage people that way. As a result our membership has been increasing, slowly but surely. So that's awesome.
- Marketing Committee (Carrie Raines) - Marketing is sponsoring a pre-conference and workshop. Jennifer Burke, President, IntelliCraft Research LLC and President of the Board of Library Marketing Conference Group will be presenting, Pre-Con Crafting Copy – Writing for Persuasion + Marketing and Content Calendars – What Is It + Why It Makes Marketing Easier. We are also working on a MLA social media policy and the marketing award info will go out in the next few weeks.

## Evaluation

## Andrea Berstler (5 min)

- Joe reminds everyone to mark their calendars for unit reports, especially when they are due around holidays. It seems people have been missing the deadline. Reading the

reports can be a great way to keep up with what everyone is doing. The next unit reports are due February 29<sup>th</sup>.

#### Adjourn

- Joe Thompson motions to approve. David Dahl seconds.
- Meeting adjourned at 11:39am.