

Maryland Library Association  
Steering Committee Meeting  
February 21, 2018, MLA Office

**Attendance**

Mary Anne Bowman (Secretary), Margaret Carty (MLA), Denise Davis (President), Michelle Hamiel (Conference Chair), Lucy Holman (ALA Council), Patty Sundberg (Treasurer), Joseph Thompson (VP/President Elect)

**Call to Order: 10:04 a.m. by D. Davis**

**Changes to the Agenda:**

Added under Unfinished Business:

- The Crab– posting selected articles on Facebook and making the archives available to non-members on the website.
- MLA Logo
- Washington Office Request
- Puerto Rico aid

Added under New Business:

- Listservs
- Advocacy slide on website

**Minutes:** M.A. Bowman

No changes to the December 20, 2017 minutes. P. Sundberg made a motion to accept the minutes and M. Hamiel seconded. All in favor. No abstentions. Approved.

**Treasurer's Report:** P. Sundberg

- The Balance Sheet and Profit & Loss Budget vs. Actual statements through February 15, 2018 were distributed.
- Balance Sheet:
  - We have \$16,000.87 in Total Checking/Savings. Total current assets is \$130,368.16. This is up about \$37,000 from last month.
  - Long term reserves are at \$114,367.29. This is about \$5000 less than last year and could be due to late registrations for the conference.
- Profit & Loss Budget vs. Actual:
  - Annual Conference income (line 3000) had a gain of about \$14,000 from last month. We are waiting on two more sponsorships.
  - Legislative Panel received an additional \$200.00 (line 3010.06) from last month.
  - The Director's University falls under the Leadership Institute (line 3025), so there is an increase of \$1470 as registration fees come in.
  - Jobline (line 3030) increased by \$350 from last month.
  - Membership dues increase by \$7290 (line 3040) from last month. That is an increase of about \$2700 from last year.
  - In programs, CSD brought in an additional \$716 and PSD brought in an additional \$53.

- Total Gross Profit is up \$25,484 from last month, but down about \$11,000 from last year. Last year, we had additional income due to the ACRL conference.
- Expenses are on target. They are about \$7000 less than last month.
- Net income is up \$5,307 from last month, but \$5700 less than last year.

L. Holman motioned to accept the financial document to submit for audit. M.A. Bowman seconded the motion. All in favor. No abstentions. Approved.

#### **Unfinished Business:**

- The Crab– posting selected articles on Facebook and making the archives available to non-members on the website.
  - One to three articles or columns of the Crab will be posted to the News section of the website and used on social media. The hope is that this will give MLA more visibility and increase membership. Everyone is encouraged to share the social media posts to get even more coverage.
  - Each article/posting will have a tag line about joining MLA.
  - The Crab archives will be made available to non-members after 6 months. Last two issues of the Crab are for members only.
  - L. Holman motioned to proceed with making a limited number of articles available to the public and non-members and making the Crab archives available on the website after 6 months. P. Sundberg seconded the motion. All in favor. No abstentions. Approved.
- MLA Logo
  - Discussion about whether or not the MLA logo should be updated. Do we want a more modern version? The version on the MLA website is the highest definition available. It has been about 18 years since the logo was redesigned. Kasey Martin from ESRL will be able to work on it, if we decide to proceed.
  - Lucy suggested we look at the Libraries Transform press kit for each state. We may want to incorporate what they have already developed.
  - Mary Anne requested that the Marketing Team take a look at the logo and give us their opinion. A decision will be made after we hear what the Marketing team's thoughts are on it.
- Washington Office Request
  - The ALA Washington Office requested that MLA help support National Library Legislative Day with a donation. Unfortunately, there is no money to do this.
- Puerto Rico aid
  - ALA has set up a pass through fund to aid the Puerto Rican libraries.
  - We will have a raffle at the MLA conference. Patty graciously donated a handmade cape. The Board will sell tickets. All money raised will go to the Puerto Rican libraries.
  - We will also do a press release about why we are raising money.
  - After the raffle, we will put something on the website to push for donations/call for action.
  - Joe will talk to the Fundraising chair.

## **New Business:**

- Listservs – There were two listservs created, but not one for Steering Committee. The listservs created were [MLA-ADVISORY@LISTS.CARR.ORG](mailto:MLA-ADVISORY@LISTS.CARR.ORG) (including all members of MLA Executive Board and Advisory Council) and [MLA-EXEC@LISTS.CARR.ORG](mailto:MLA-EXEC@LISTS.CARR.ORG) (only members of the MLA Executive Board without the Advisory Council).
- Advocacy slide on website – we will change out the slides on the MLA website periodically and will include an advocacy slide. ALA has a media toolkit and has already developed a Fund Libraries slide to use. <http://www.ala.org/advocacy/fund-libraries> . We also talked about having a Maryland specific slide. Denise will talk to Natalie Edington.
- Organizational Effectiveness
  - ALA is focusing on organizational effectiveness. Jim Neal is launching an 18 month campaign to rethink the organization. They will look at the membership, staffing, offices, organizational structure, divisions, committees, etc.... He will facilitate a conversation with members to get their thoughts.
  - Lucy would like to get input from MLA members. She will set up a booth at the conference and would like to have a discussion at an Executive Board meeting in either March or May. Also, Jim Neal will be at the Conference so we will set up a time in the Board room for him to gather feedback from MLA members. Some questions that will be asked are how can chapters and divisions be streamlined and do we need to have Midwinter?
- Communication & Fundraising
  - Margaret feels that fundraising and communication are all over the place. We need a coordinator that knows who is doing what. There needs to be more order to how we share information. We need “one voice” for MLA. We also need pass down information for the division chairs.
  - We need best practices for how we communicate. Perhaps a policy for communications. Example, if it is on the MLA website, MLA needs to know about it.
  - We need to update the social media and marketing policy. Material needs to be reviewed before it is sent out to everyone.
  - Joe will look at the social media policy.
  - Do we need a task force to look at communication? Send names to Denise of people we think might want to work on this.
- Awards – this topic was postponed until the April meeting.

## **President’s Report: D. Davis**

- Denise wrote a letter in support of Talbot’s Media Specialists. Their positions are threatened because the county may only fund for maintenance of effort. This might also happen in Queen Anne’s county. The letter talked about the value of having professionals working in our schools and working with public libraries.
- Testified at the hearing for HB 136. This was the bill requested by one county delegation give authority to the Board of County Commissioners to make direct appoints to the Library Board. The bill has since been withdrawn.
- Attended ALA Midwinter.

**Vice President's report:** J. Thompson

- Attended ALA Midwinter – while in Denver, we built some connections with MASL (Maryland Association of School Librarians).

**ALA Councilor's Report:** L. Holman

No report due to time.

**Conference Director:** M. Hamiel

There are 94 sessions this year! Only 70 last year.

**Executive Director:** M. Carty

No report due to time.

Adjournment at 12:25 p.m.

P. Sundberg made the motion to adjourn. M. Hamiel seconded the motion. All in favor. No abstentions. Motion passed and the meeting adjourned.

Respectfully submitted by Mary Anne Bowman on March 16, 2018.