

Maryland Library Association
Executive Board/Advisory Council Meeting Minutes
March 28, 2018, 9 a.m. - 10:30 a.m.

Attendance

Michelle Hamiel (Conference Director), Megan Jones (LAIG), Sara Arnold-Garza (ACRL), Carly Reighard (MIG), Monica McAbee (IFP), Erik Walls (SSD), Vicky Falcon (Marketing), Stuart Ragland (Technology), Jim DeArmey (SMUG), Conni Strittmatter (CSD), Bryan Hissong (MLLI), Tiffany Sutherland (TIG), Joseph Thompson (VP/President Elect), Carl Olson (GIIG), Nini Beegan (MSL), Margaret Carty (MLA), Denise Davis (President), Patty Sundberg (Treasurer), Lucy Holman (ALA Councilor)

Excused Absences

Mary Baykan (Legislative), Mary Anne Bowman (Secretary), David Dahl (PDP), Natalie Edington (Legislative), Annette Haldeman (Crab), Mary Hastler (Nominations), Elizabeth Howe (Archives), Elizabeth Hulett (Author Awards), Jennifer Jones (PSD), Robert Krzanowski (TSD), Bob Kuntz (Website), Nicole McLain (SSD), Concetta Pisano (Author Awards), Julie Ranelli (IFP), Ashley Rogers (LAIG), Janet Salazar (Fundraising), Cindy Steinhoff (Awards), Zeke White (LAIG)

Unexcused Absences

Julie Brophy (MAPIG), Stephanie Long-Murphy (LDD)

Call to order - Denise Davis

- 9:03 am
- Secretary Mary Anne Bowman was unable to attend today's meeting. Teen Interest Group Chair, Tiffany Sutherland, took minutes.

Changes to the Agenda - none

Minutes

P. Sundberg made a motion to accept the January 17, 2018 minutes and L. Holman seconded. All in favor, none opposed, no abstentions. Approved.

Treasurer's Report - P. Sundberg

- The Balance Sheet, Profit & Loss vs. Actual, and Programs and Divisions/Interest Groups statements through March 15, 2018 were distributed.
- Balance Sheet (green):
 - Checking is up \$60k from last month

- Long term reserves down slightly from last month, normal fluctuation
- Net income about \$10k less than last year
- Most income comes from the conference, the rest from membership then programming
- Profit & Loss vs. Actual (white)
 - Line 3000, on track from last year
 - Other Income - MLLI registration, \$8,700 in membership fees
 - Line 3060: CSD +\$158, PSD +\$254
- Nothing out of the ordinary regarding expenses
- Line 4031, Future Conference Deposit: deposit of \$5k made to reserve Cambridge Hyatt as future conference site through 2020
- Net income \$42k above last month
- Overall slightly behind on income from programming

S. Arnold-Garza made a motion to approve the financial reports and file for audit. M. McAbee seconded the motion. All in favor, none opposed, no abstentions. Approved. The motion passed and the reports will be filed for audit.

Unfinished Business

Maryland Day - J. Thompson

- Saturday, April 28 at University of Maryland College Park
- Has volunteers, could always use more
- Is a fun, advocacy event to the public
- MLA and CML set up under a tent in front of McKeldin Library

Raffle at MLA - J. Thompson

- Raffle will begin at MLA/DLA conference and continue through July 18 (first meeting of FY19 iteration of MLA Board)
- Proceeds will support recovery efforts of libraries in Puerto Rico
- MLA member, P. Sundberg, has created (over years!) a handmade shawl that will be raffled off
- V. Falcon is creating raffle tickets
- Person needed to run point for fundraiser, L. Holman and C. Strittmatter volunteered
- Discussion about how many raffle tickets to order initially, board members (plus other MLA members) will sell, M. Carty suggested initial run of 1,000 raffle tickets

New Business

Naylor Secure Site - M. Carty

- M. Carty and B. Kuntz have been working with the company that runs the MLA website on the security of the site

- No targeted completion date at this time but they are actively working to get all aspects of the site as secure as possible
- The site utilizes HTTPS security when you log in, they are talking in regards to when you are not logged in
- Naylor is the membership software company
- The Technical Services Division is in contact with Naylor regarding this topic

Facebook Hits - M. Carty

- M. Carty was asked by the Steering Committee if there is an established procedure to monitor engagement with MLA posts on Facebook
- T. Pickens will monitor Facebook statistics and statistics from MLA website and engagement with links in The CRAB
- E. Walls (SSD) volunteered to assist with this task
- J. Thompson suggested T. Pickens could log into Naylor software to track website statistics
- T. Pickens has awareness of what data is useful
- Mission is to figure out methods of featuring items no one is accessing, pass that information to Marketing team

Strat Survey - M. Carty

- M. Carty had a request from Sureta Smith asking if members of MLA's Steering Committee would be interested in being part of a study regarding productivity level
- The study would address weaknesses of the Board and ways to address them, provide three goals, monitor performance and progress
- The Executive Board would like more information before they make a decisions
- L. Holman and J. Thompson will get more information then bring to Steering Committee for discussion
- L. Holman is interested in past projects and other results

Library of Congress (LOC) Credit Union - M. Carty

- LOC has a credit union they would like to extend as a benefit of MLA membership
- No financial gain or loss for MLA
- MLA is only responsible for all advertising regarding this benefit, MLA will not facilitate anything related to banking activity
- The only responsibility of MLA is if a person applies for membership to the credit union, LOC will contact MLA to verify membership
- LOC credit union would like to have a table at MLA/DLA conference
- Questions
 - S. Arnold-Garza: Can a person continue membership in the credit union if their MLA membership lapses? Yes, they only need to be a member at the time they sign up.

- J. Thompson: Do other state library associations participate? Yes.

L. Holman made a motion to accept the LOC credit union as a benefit of membership in MLA. P. Sundberg seconded the motion. All in favor, none opposed, no abstentions. Approved.

MLA Technology 3k Fundraiser - S. Ragland

- See attachment
- D. Davis requested training after new technology is installed
- Need representative at MAPLA to communicate fundraiser to attendees

President's Report - D. Davis

Update on state legislation HB136 out of St. Mary's County

- Bill has had a hearing that went well with the positive end result being that the matter will be handled locally instead of at the state level
- Legislation has been withdrawn

Advocating for Funding at the Federal Level

- Visit <http://www.ala.org/advocacy/fund-libraries> for more information and action
- FY18 budget was successful because of work done last year
- We are now advocating for FY19 which begins in September

MLA Website

- Now contains archives of CRAB from past five years, ability to post articles to social media

MLA, ALA Intellectual Freedom Panel

- Examining library-related privacy topics
- There will be a workshop at conference, representative from ALA's IFP will be there, will cover law related to privacy in Maryland, Erica Jenson will talk about protecting privacy while achieving library goals

Vice President/President Elect's Report - J. Thompson

- Tentative date for FY19 Leadership Day is June 14, location TBD
- Working on formalizing leadership for incoming cycle
- Two interest groups that were previously inactive now have new leadership (Reader's Advisory Interest Group and New Members)
- Incoming initiatives: Looking forward to working with LDD, increasing initiative to obtain and retain members and increase involvement for all members, working to further work of current strategic plan, create interest group related to the future of libraries
- Student chapter of ALA at UMD is interested in becoming more involved with MLA

ALA Councilor's Report - L. Holman

- Full update is available in current issue of The CRAB

- ALA elections close April 4
- Major topics on the ballot: The issue of whether or not to require or prefer an MLS of candidates for ALA Executive, membership dues increase
- Holman requested to be on agenda at ALA conference to discuss ALA's working structure, revenues have been declining (deficit, conference attendance and membership), current President Jim Neal will continue this initiative after his term to explore how ALA can remain viable
- At MLA/DLA conference: listening campaign (with President Neal), Thursday 1:30-2:30, about the future of ALA

Conference Director's Report - M. Hamiel

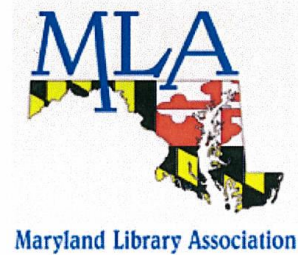
- Positive report, everything is moving along
- Next meeting immediately following current

Executive Director's Report - M. Carty

- Director's University is next week, it is sold out, being led by Maureen Sullivan
- From Mary Hastler: MLA office elections ballot is online, at the top when you log in to MLA website, struggle to find candidates, the earlier the process can start next year the better

L. Holman made a motion to adjourn. J. Thompson seconded the motion. All in favor, none opposed, no abstentions. Meeting adjourned.

Submitted by Tiffany Sutherland (TIG) for Mary Anne Bowman (Secretary) on April 4, 2018.



MLA Technology 3K Fundraiser

By the beginning of FY2018, it had become common for meetings around the MLA conference table to include a video/boardroom conferencing component, to the extent that the *ad hoc* approach of committee members bringing in laptops and tabletop microphone/speakers to support these activities has plainly become unsustainable, and haphazard on occasion.

To address the need for video/boardroom conferencing equipment at MLA, a small fundraiser is underway to raise \$3,000 for

- An updated computer connected to the large screen TV
 - The old computer is four years old.
- A videocam, tabletop microphone, and speaker package
 - We would like to buy a Logitech Group system.
- A laptop
 - For managing videoconference production activities, so as not to interfere with the meeting being displayed on the large screen.

The fundraising goal is \$3,000.

This is just a 3K event, so please run to your checkbook; and make out a check to **Maryland Library Association Technology Fund**, today!

Any funds raised in excess of the goal will be held in an income account for future technology needs.

The Maryland Library Association is a 501 (c) (3) nonprofit organization - donations to which are tax deductible to the fullest extent allowed by law. A copy of our current financial statement is available upon request by contacting the Maryland Library Association at 1401 Hollins Street, Baltimore, MD 21223. Documents and information submitted to the State of Maryland under the Maryland Charitable Solicitations Act are available from the Secretary of State for the cost of copying and postage.