

Maryland Library Association
Steering Committee Meeting
April 18, 2018, MLA Office

Attendance

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

Call to Order: 10:00 a.m. by D. Davis

Changes to the Agenda: None

Minutes: M.A. Bowman

No changes to the February 21, 2018 minutes. L. Holman made a motion to accept the minutes and P. Sundberg seconded. All in favor. No abstentions. Approved.

Treasurer's Report: P. Sundberg

- The Balance Sheet and Profit & Loss Budget vs. Actual statements through April 12, 2018 were distributed.
- Balance Sheet:
 - We have \$103,070.18 in Total Checking/Savings. Total current assets is \$211,814.96. This is up about \$26,000 from last month.
 - Long term reserves are at \$108,744.78. This is about \$750 less than last month.
 - Total liabilities & equity is \$211,754.96. This is \$26,128 more than last month. Down about \$50,000 from last year but this may be due to making advanced payments for leadership trainings.
- Profit & Loss Budget vs. Actual:
 - Annual Conference income (line 3000) had a gain of about \$58,900 from last month. Sponsorships are close to the budgeted amount at \$29,450.00. \$20,000 is from Maryland State Library. This will pay for A/V costs and a keynote speaker. Conference registration for both Maryland and Delaware is down.
 - Fundraising income is very low. It needs to double by the end of the year.
 - Membership dues increased by \$8000 (line 3040) from last month. That is an increase of about \$3700 from last year.
 - Programming budget is down about \$15,000. This is due to fewer programs and lower attendance.
 - Total Gross profit is \$273,465.80.
 - Expenses are on target. They are about \$7300 less than last month. Leadership Institute has increased in expenses, but we did budget for this.
 - Net income is up \$26,000 from last month, but less than last year.

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

Unfinished Business:

- Marketing Award
 - A Marketing Award proposal was distributed.
 - Vicky and Cindy explained the proposal. The award would be a way for marketing staff to be more involved in MLA. It would enhance the value of their work. It is based on the ALA marketing award.
 - Question about how the award would be presented and would it need more than one plaque. It would be a procedural presentation at conference and there would only be one plaque.
 - Questions about how it would be judged – could be marketing students judge it or we could have DLA judge for us.
 - Lucy suggested we have dedicated time/area at conference for the marketing materials to be on display similar to the poster sessions.
 - If we can get sponsorships, there could be a cash prize.
 - The Awards committee is ready to move forward. They would actually not have much role in this award similar to the Author awards. It would be the Marketing committee who would find the judges and put together a committee.
 - The award committee roster will need to be sent to MLA in order for it to be included in the manual. Appointment to Chair the committee would be handled by the Marketing committee and should be sent to Margaret before Leadership Day on June 14.
 - Michele had some concerns about the benefits to marketing staff. Many marketing staff grew up in their systems and don't necessarily have a marketing background. Judging will allow for anyone to participate.
 - Joe suggested we evaluate this new award each year. No risk in trying it.
 - To move forward a Chair will need to be decided. They will need to attend Leadership Day on June 14 and also attend Conference Committee meetings.
 - J. Thompson made a motion to advance this decision to the Executive Board in May. L. Holman seconded the motion. All in favor. No abstentions. Approved.
- MLA Logo will be discussed at the June meeting.

New Business:

- Cost Analysis
 - Professional Development Programming Procedures were distributed.
 - A team was put together to look at the cost of programs. Are they affordable? The team included Lucy Holman, David Dahl, Patty Sundberg, Claire Holmes, Debbie Bennett, and Mary Hastler.
 - A survey was sent out to all libraries to find out how people pay for training. Many people pay out of pocket to attend.
 - Rather than having rolling submissions for programs, we have 3 set dates to submit.
 - Programs scheduled for January through March – Submit by October 1st
 - Programs scheduled for April through August – Submit by January 15
 - Programs scheduled for September through December – Submit by June 1

- Suggested that rather than giving each division a budget, we have one pot of money for programs.
- Set standard costs
- Guidelines and maximum amounts for catering such as \$10 for breakfast/per person and \$15 for lunch/per person.
- Another goal would be to get the divisions to work together more.
- If someone is a MLA member and is speaking at a training, they will not have to pay for the training.
- We are behind by \$26,000 in the programming budget this year.
- Each division will need to present one paid program a year. Joe stated that the language needs to be clear that they CAN do more than one program a year.
- We can also require Interest Groups to do a program.
- More coordination in setting dates for programs (so they aren't all scheduled close together in one month).
- Send feedback for the procedures to Lucy via email. The Executive Board will review at their May meeting.
- J. Thompson made a motion to advance the decision to the Executive Board in May. M. Hamiel seconded the motion. All in favor. No abstentions. Approved.
- Election Results were distributed.
 - Vice President/President Elect – Andrea Berstler, Wicomico County Public Libraries
 - Secretary – Mary Anne Bowman, St. Mary's County Library
 - ARLD MD Vice President/President Elect – Kimberly Miller, Towson University
 - ARLD MD Secretary – Sean Hogan, University of Baltimore
 - CSD Vice President/President Elect – Kristen Bodvin, Carroll County Public Library
 - CSD Secretary – Jill Hutchison, St. Mary's County Library
 - LDD Vice President/President Elect – Nay Keppler, Frederick County Public Library
 - LDD Secretary – Derek Gee, Frederick County Public Library
 - PSD Vice President/President Elect – Pam Taylor
 - PSD Secretary – Melisa Lauber, Charles County Public Library
 - SSD Vice President/President Elect – Amy Moser, Baltimore County Public Library
 - SSD Secretary – Louis Sica, Jr., Baltimore County Public Library
 - TSD Vice President/President Elect – David Brennan, McDaniel College
 - TSD Secretary – Loretta Staal, Harford County Public Library

President's Report: D. Davis

- Happy that Senators and Representatives signed on to IMLS/LSTA/IAL funding. Discussed enhanced use of Engage to expand and enhance advocacy effort.
- Attended a webinar, From Awareness to Funding. There is a decline in support because there is a lack of understanding of what we do in libraries.
- We should do another Potomac Study as the last one was 10 years ago.
- Attended a MSL Board meeting.

Vice President's report: J. Thompson

- Leadership Day will be June 14th. Location TBD somewhere in Central Maryland.

- Working on appointments. Leadership should be in place. Monica McAbee will be the Chair for Readers Advisory Interest Group. Kimberly Knight will be the Chair for New Members Interest Group. Michelle Hamiel will be the Chair for the Nominations & Elections Committee. Elizabeth Hulett and Nadine Rosendale will be the Co-Chairs for the Author Award Committee.
- An email was sent out to the Steering Committee with his Presidential goals. He would like us to consider them the Executive Board's goals rather than just Presidential. Please email him any feedback we have.

ALA Councilor's Report: L. Holman

- Has received promotional materials for ALA to be given out at the MLA Conference.
- Jim Neal will be at the MLA Conference to receive feedback on the future of ALA.
- ALA is moving forward with hiring a permanent Executive Director.

Conference Director: M. Hamiel

- Had a few cancellations of conference speakers due to medical reasons.

Executive Director: M. Carty

- Successful Director's University
- Attended MAPLA
- CML will be at MLA on Saturday, April 21st.
- The Tech fundraiser has received donations totaling \$3175. Four of the donations were from systems. The order has been placed for the new equipment.
- Working with Maryland State Library on libraries of the future.
- Will attend Maryland Day at University of Maryland on April 28, 2018.
- Attended the grand opening of the new branch of the Anne Arundel County Library at the Mall.
- June 19-20th is Everyone Leads Training
- September 27-28 is Strategic Leadership Training

Adjournment at 12:15 p.m.

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

Respectfully submitted by Mary Anne Bowman on May 31, 2018.