

Maryland Library Association
Executive Board/Advisory Council Meeting Minutes
September 18, 2019 | 10 a.m. - 12 p.m.

Attendance

Andrea Berstler (President), Kristen Bodvin (CSD), Mary Anne Bowman (Secretary), Sara Brown (IFP), Margaret Carty (Executive Director), David Dahl (ALA Councilor), Denise Davis (Nominations), Natalie Edington (Legislative), Melissa Gotsch (LAIG), Kelsey Hughes (TIG), Amy Jenkins (RAIG), Naomi Keppler (LDD/Conference), Kimberly Miller (ACRL-MD), Morgan Miller (Vice President), Ryan O'Grady (Technology), Carl Olson (Treasurer/GIIG), Sabine Simonson (OSIG), Robin Soma-Dudley (SSD), Connie Strittmatter (FoLIG), Lisa Swain (MAPIG), Pam Taylor (PSD), Joseph Thompson (Past President), Carrie Willson (Legislative), Tyler Wolfe (LDD), Martha Zimmerman (PDP), Lisa Kenyon (MD Author Award).

Online

Carrie Raines (Marketing), Carly Reighard (MIG)

Excused absences

Annette Haldeman (Crab), Elizabeth Howe (Archives), Bryan Hissong (LLTC), Megan Jones (LAIG), Bob Kuntz (website), Amy Moser (SSD), Tamar Sarnoff (MSL), Tiffany Sutherland (Membership).

Unexcused absences

Susan Grant (TSIG), Angelisa Hawes (NMIG), Janet Salazar (Fundraising), Cindy Steinhoff (Awards)

Call to order – J. Thompson for A. Berstler

- 10:04 a.m.

Changes to agenda - J. Thompson for A. Berstler

- Add MLA response to Macmillan changes to ebook pricing to New Business.
- C. Willson made a motion to accept the agenda with the addition and N. Keppler seconded the motion. All in favor. No abstentions. Approved.

Minutes – M.A. Bowman

- No Changes. Thanks to Conni Strittmatter for taking the minutes in July.
- J. Thompson made a motion to accept the July 17, 2019 minutes and S. Brown seconded the motion. All in favor. No abstentions. Approved.

Treasurer's Report – C. Olson

- Balance Sheet:
 - Total bank account is \$70,395.68 which is \$44,380.04 more than last year.

- Long Term Reserves are at \$122,670.30 which is \$9,678.95 more than last year.
- Total Assets were \$193,005.98 which is \$54,058.99 more than last year.
- Total liabilities are negative \$219.71. Total retained earnings are \$180,136.70 which is \$41,910.01 more than last year. Net income is \$13,088.99 which is \$12,502.10 more than last year. Total liabilities and equity is \$193,005.98 which is \$54,058.99 more than last year.
- Profit & Loss Budget vs. Actual:
 - Income line 3025 for Library Leadership Trainings is \$55,675 which is up \$40,195 from last year. This is for MLLI, Directors University and Everyone Leads.
 - Membership dues are at \$6,828 which is down from last year. Question asked about why and it is because it fluctuates a lot. Could also be due to a library system no longer paying MLA dues for all staff.
 - Programs income is \$2,637.50 for programs held by SSD, CSD, LDD, and PSD. This is less than last year because Kids are Customers Too has been moved to the Spring.
 - Total income is \$66,898.76. This is up \$27,640.24 from last year.
 - We have spent \$4,027.36 on conference expenses (carry over from last conference).
 - We have spent \$32,167.83 on Leadership training.
 - Total expenses were \$53,996.04 which is \$14,692.11 more than last year.
 - Total net income was \$13,088.99 which is \$12,502.10 more than last year.
- D. Davis asked if we could include the actual budget on the spreadsheet. Margaret and Carl will look into it.
- M.A. Bowman made a motion to approve the August financial reports and file for audit. M. Zimmerman seconded the motion. All in favor, none opposed, no abstentions. Approved. The motion passed and the reports will be filed for audit.

Unfinished Business

- Poe House Literary Landmark
 - MLA along with Citizens for Maryland Libraries and Maryland Humanities Council will be nominating the Poe House to be a literary landmark in Maryland. This is a United for Libraries Award and currently there are no landmarks in Maryland. The cost will be about \$300.
- Board Assessment Report 2018-19
 - Margaret emailed the summary to the Board. MLA had a very effective Board last year. Please let Margaret know if you have any questions.
- MLA Branding Taskforce
 - The MLA Branding Task Force distributed a June-July 2019 Survey Analysis & Recommendation. The Board discussed the recommendations and suggested a

few things to keep in mind. The cost of membership is cost prohibitive for some people such as support staff. Academic librarians do not need contact hours for continuing education so that is not really a benefit to them. We need to show the value beyond continuing education contact hours. We also need to know what kind of support library systems are giving to be involved in MLA.

- Thanks to Conni and her team for their work on this.
- Next steps will be to have some focus groups.
- J. Thompson made a motion to continue the work of the Branding Task Force and conduct focus groups. C. Willson seconded the motion. All in favor, none opposed, no abstentions. Approved.

New Business

- MLA response to Macmillan changes to ebook pricing
 - The Board discussed a response to the Macmillan change to ebook pricing. We agreed a public statement would be the appropriate response similar to what Ohio Library Council did. We can use Engage to alert our members and ask them to sign the ALA petition. The Legislative Panel is asking the Attorney General about the legality of this pricing change because it is an equity/access issue.
 - C. Willson made a motion that MLA will release a public statement or resolution with a letter to accompany it to be sent to all members as a call to action. M. Miller seconded the motion. All in favor, none opposed, not abstentions. Approved.

President's Report – A. Berstler

- Please make sure all Divisions websites and social media reference the MLA webpage. Also, please make sure your Division pages on the website are up to date.
- Finalizing the list of people to work on the new MLA Strategic Plan. It won't be a full revision, but an update to the current plan.
- Attended MACo which was a huge success. The MLA booth one first place and had lots of visitors. Thanks to ESRL for paying for the booth. All counties should attend in the future.

Vice President/President Elect – M. Miller

- Attended MACo and plans to attend again this winter.
- Attended the first conference committee meeting
- Attended the Legislative Panel meeting discussing legislative strategy for the coming year.
- Attended the State Library Resource Commission meeting.
- Friday will be going to Hogan's Business Summit for workforce development.

Executive Director – M. Carty

- Working on the annual report

- Reminder to add events to the Read Across Maryland website. Only 5 libraries have contributed so far.
- Audit was squeaky clean again. 990 will be sent out by email soon.
- Attended MACo and had lots of fun with Pepper the robot.
- If you plan to attend ALA Midwinter you can get a \$50 discount by using the MLA20 code.
- Shared information about the cruise that will be next year. Twenty-two people have already signed up. It will be September 15-26, 2020.

ALA Councilor's Report – D. Dahl

- Attended the Legislative Panel meeting. This is a new addition to the ALA Councilor's responsibilities and will need to be added into the manual and bylaws.
- The ALA Steering Committee for Organizational Effectiveness is putting together a final recommendation that will be giving to the ALA Executive Committee in October. Will have an update for MLA at the November meeting. David plans to vote to eliminate the ALA Council. Carrie said PLA plans to vote the same way.

Past President – J. Thompson

- Attended MACo.
- Attended ALA and is now a member of the ALA Chapter Relations committee
- Reminded everyone about the CML Annual meeting on October 26th.

Conference Director's Report – N. Keppler

- The theme will be "Into the Roaring Twenties" and graphics will be selected at today's meeting.
- Three potential speakers – Michael Twitty, Brandon Carr (Ravens Player) and Carla Hayden.
- Pepper will be at the conference for the Tech Petting Zoo
- Unit planning is on track.

Report from Units

- Reminder that work plans are due to Mary Anne by October 1st.
- Technology Committee will have a Tech Petting Zoo at MLA Conference including Pepper.
- FOLIG – Please check out Slack. There are channels for each division and places to share trends.
- GIIG – Working on an electronic depositories program proposal
- RAIG – meeting on the 2nd Thursday of October at AACPL Headquarters
- PDP – haven't received any program proposals yet and they are due October 1st. Educational Grant subcommittee decided to no longer accept handwritten applications.

- LDD – Will be bringing back the Anxiety program since it was so popular at the conference. Reminder about signing up to be a mentor.
- LAIG – Brown bag lunch program on October 15th with Christine Feldman
- IFP – Will have 2-4 program submissions for standalone programs
- Outreach – Send any photos to Sabine of cool outreach activities
- CSD – Black Eyed Susan is coming up. Kids are Customers too will be held in March. They are working on cleaning up their Google drive and talking about how to get more members to the meetings.

Training – Legislative Panel (Advocacy) – C. Willson & N. Edington

Evaluation

Plus

Thanks to Joe for getting the meeting started on time

Great snacks

Deltas

Traffic

Adjourn

C. Willson made a motion to adjourn. M.A. Bowman seconded the motion. All in favor, none opposed, no abstentions. Meeting adjourned.

Submitted by Mary Anne Bowman on October 9, 2019.