

MARYLAND LIBRARY ASSOCIATION
Steering Committee Meeting
Wednesday, October 14, 2020
10:00 a.m. MLA Office
1401 Hollins Street, Baltimore MD 21223

Virtual Meeting

In attendance:

Margaret Carty (Executive Director), Conni Strittmatter (Secretary), Tyler Wolfe (Conference Director), Carl Olson (Treasurer), Morgan Miller (President), David Dahl (ALA Councilor)

Excused Absences:

Mary Anne Bowman (Vice President), Andrea Berstler (Past President)

Call to Order

Meeting called to order at 10:00am

Morgan Miller

Changes to the Agenda

No changes

Minutes of August 19th Meeting

No changes to the minutes. David Dahl motions to approve the minutes. Carl Olson seconds. Minutes are approved.

Conni Strittmatter (5 min)

Treasurer's Report

Carl Olson (10 min)

Balance Sheet

- Line 1000, bank balances finished at \$91,304.79, increase of 171.66%
- Long term reserves were \$125,229.39, just over a 2% difference from the previous year
- Total assets were \$216,474.18 compared to \$156,318.53 in 2019 – a difference of 38.52%
- Retained earnings were at \$225,191.85, 25% above the previous year
- Net income was a loss of \$8,716.96 compared to a loss of \$23,658.46 in 2019
- Total liabilities & equity is at \$216,474.89, with is 38.54% higher than last year

Profit & Loss

- Unrealized gain & loss was a gain of \$6,714.33 versus a gain of \$499.50 in the previous year
- Annual conference income increased to \$21,770 against \$290 last year
- Fundraising income is at \$25
- LLT committee took in \$150 so far this year because things have been rescheduled
- Jobline income is at \$300, down 53.85% from last year
- Membership income is at \$17,136 versus \$16,054 – a modest increase of 1.19%, which is a trend in a helpful direction
- Group programs have an income of \$2,662.50, versus \$4,375 from last year which is a decrease of 39.14%
- Total income and gross profit is \$50,191.86 versus \$78,174.50 from last year, a decline of

35.80%

- Annual conference refunds are at \$25,230
- Conference expenses are at \$3,250 or about 20% less than in 2019
- Bank and credit card fees are level at \$358.42, down 70.47% from last year
- Scholarships remain at \$200, down about 69.23%
- Office expenses stand at \$2,036.76, versus \$3,059.57 – down about 33%
- Personnel expenses are at \$26,635.18, about 27% than this time last year. This is possibly due to reduced travel
- Total expenses for division and interest group programs was \$893.75, increase of 21.05% from last year
- Total expenses are at \$59,028.11, down 42.38% from last year
- Dividend income was \$119.29
- Net income is at a loss of \$8,836.25 versus a loss of \$24,270.35 last year, which is an improvement of 63.15%

Budget vs. Actuals

- Annual conference income is \$21,770, which is 10.77% of the budgeted figure
- Fundraising income is \$25, which is .14% for the year
- LLT Committee has taken in \$150
- Jobline income is at 8.57% for the year
- Membership dues finished the month at \$17,136, almost 21% of the projected figure
- Program income is at \$2,662.50, almost 11% of the budget for the year
- Total income is at 13.75% for the year
- Annual conference expenses at \$3,250, which is 2.82% of what we anticipate
- Credit card fees are a 4.54% of the year so far
- Scholarships are at 6.67% for the year
- No expenses so far for fundraising or Library Leadership Training
- Office expenses are at \$2,036.76, 10.55% for the year
- Personnel expenses are at 17.27%
- Program expenses are at 17.88% for the year
- Crab expenses are at 7.69% for the year
- Total expenses were at \$59,028.11, which is at 16.10% for the year
- Net operating income is \$8,836.25 versus a loss of \$1,632.60.
- Dividend income is at 4.97% of what is anticipated for the year
- Net income is a loss of \$8,716.96, which is -1,135.2% of the budget for the year

Questions and Comments

- David Dahl asked if the conference line numbers reflect last year's conference (2020), or is it only reflecting the upcoming conference (2021).
- Margaret clarified that this reflects the 2020 conference expenses as well as the 2021 conference. We try to avoid too much fiscal year cross overs. In this case, the speaker for the 2020 conference was paid a deposit in the previous fiscal year and the remainder a few days prior to his presentation, which was in the current fiscal year
- Margaret indicates we will have to put together a full analysis of the budget from last year and how it relates to the current year
- MLA has officially finished sending out refunds for the conference.
- David also asks about the revenue for membership going up when the membership numbers seem to be going down. Are there concerns about our number of members?
- When library systems shut down and people worked from home, many memberships paid for by systems were not paid on time, so we had to extend the deadline for those staff. The income for membership dues seems to be up because some of that income is from last fiscal year, paid late due

to the pandemic.

- David expressed some concern about program income being at only around 10%. He wondered if we should push units to do more programming to increase our income in this line, or asked if Nay may have some things in mind to promote doing more programs.
- Margaret marked that the MLA conference occurring two days per week is preventing units from hosting programming until around January. We hope to see an increase in unit programming after the annual conference is over.
- Morgan Miller stated that she will emphasize the importance of creating revenue generating programming from January through May to make up the gaps in programming revenue.
- Morgan Miller remarks that given Prince George's County has stopped covering MLA membership for staff, our membership numbers are looking good despite them being low.
- Tyler motions to approve the budget and file it for audit. David Dahl seconds.

Unfinished Business

No unfinished business.

New Business

No new business

President's Report

Morgan Miller (10 min)

- Morgan wants to celebrate that we have a conference! Morgan thanked Nay Keppler, Margaret Carty, Tyler Wolfe, and Kate Monagan.
- Morgan hosted the conference orientation along with Nay. There were 76 people in attendance – the previous record for this program at conference was 11 people. This was a great opportunity to meet new people and promote what MLA is doing this coming year.
- Morgan has attended sessions and has found it to be a wonderful and smooth experience.
- Michelle Hamiel convened the Equity, Diversity, and Inclusion task force. Michelle will be sending the names of those joining the committee so we can approve them.
- They are working on developing standards for inclusive programming. This will be brought to the executive board for approval. These are a couple of years in the making.
- The other area they have discussed is exploring the possibility of a Black Caucus for MLA. While an EDI group is important and provides a good check for the organization itself, it isn't necessarily the place where Black Library Staff to convene and discuss important topics. The EDI group is a system and organization focused group, a Black Caucus would be for the staff.
 - o Tyler elaborated that one of the librarians at the Towson Library is the secretary for ALA's Black Caucus. She indicated that the ALA Black Caucus might not provide the support *local* staff need, which prompted Tyler to suggest the addition of a Black Caucus for MLA.
- Morgan attended the first meeting for the Maryland State Library board. She gave an update about MLA and the conference. She thanked them for the support with conference grants.
- They discussed the impact the postal service issues have had on libraries, especially for LBPH.
- The proposed changes to the MTA bus routes in light of COVID would be very harmful to communities' access to the library. This was brought to the Legislative Panel and many advocated against the changes, which did not pass.
- The Lifelong Learning bill from last year was vetoed by Governor Hogan. However, the bill is still on the table. Senator Elfreth is gaining support to override the veto. There is a very good chance that this will happen. This will result in an increase in capital funding by \$2,000,000. This also includes the mandate that libraries go fine free for minors. While the process to create this bill was not ideal, it feels like a doable mandate for libraries especially considering most libraries have been fine free throughout COVID.

- Citizens for Maryland Libraries has their virtual conference this Saturday. Today is the last day to register for it. Carla Hayden will be speaking, as well as Jules Jefferson (the president of ALA). CML will also be giving out awards at this conference.
- Morgan is working with Amy Miller-Meyers from the marketing committee to discuss the group's goals, as well as with Tiffany Sutherland to discuss membership numbers.
- There have been a lot of conversations about how to increase communication, collaborative planning, and document sharing. Morgan will reach out to Conni about ways to do this.

President Elect

Mary Anne Bowman (5 min)

Executive Director's Report

Margaret Carty (5 min)

- Margaret is back in Maryland from her time in Maine.
- Margaret attended the CML board meeting, which she has been attending for 20 years and has only missed 4 meetings.
- She also attended the Legislative Panel and EDI meetings (which will be on the third Monday of every month).
- The EDI focused MAPLA university is scheduled for October 21st and October 23rd. There are 36 people registered for this, which is impressive.
- Margaret cannot say enough about how well the conference has been going. ALA is watching MLA very carefully because we are the first state to handle it in an extended way. They are interested in seeing how it goes. She has especially asked that ALA watch the conference orientation.
- Margaret and Tyler have been working on the 2021 conference.

ALA Councilor's Report

David Dahl (10 min)

- The council had a meeting in September about ALA's budget for their current fiscal year, which runs September-August. They have planned their estimate of income with an expectation of having an in person ALA annual event. There are mixed opinions about whether that's a good approach or not.
- ACRL announced recently that their conference in April will be a virtual conference.
- ALA has some serious deficits in their budget, mainly because of having to move their annual conference to a virtual setting in 2020.
- They have put together some strategies to overcome the deficits, including a 5-year vision document for expanding revenue including membership, publications, and professional development. This could include finding ways to monetize data about membership through polling members on various topics and selling it to vendors.
- Forward Together continues to move forward. The council has been meeting fairly regularly to discuss various aspects of the proposal. They have discussed the composition of the board of directors, round tables, and the proposal in the document to require 1% of the membership to be a member of a round table in order for it to exist (which would likely eliminate many round tables).
- There is a proposal around how the chapter councilors communicate with ALA. The proposal is lacking many details. David is going to put in a suggestion to the working group to set up a meeting with the chapter councilors to discuss this more.
- The overall timeline for putting Forward Together into place if everything goes according to plan is to have a "Constitutional Convention" at Midwinter, an initial vote in April 2021, then a second vote at Annual Conference 2021. Implementation would take place after that, less than a year away.
- There was a house judiciary committee looking into anti-trust issues around e-books. There is a 400 page report, which raises concerns around the big four tech companies and how they are able to operate. ALA commended the report, suggesting it reflects many of the things they were hoping would come out of it.

- There is a Supreme Court case between Oracle and Google about copyright. ALA submitted a briefing in support of Google saying there is a fair use argument related to the case. The Supreme Court's decision would have consequences related to fair use in general.
- There is an ALA webinar Wednesday, October 21st about advancing your library agenda post-general elections. David will send it out on Marylib.

Past President's Report

Andrea Berstler (5 min)

Conference Director

Tyler Wolfe (5 min)

- Tyler and Margaret feel we should decide now about making the 2021 conference virtual. Because approval forms and presenter agreements are going in now, we would have to do a lot less pivoting when we make the change to virtual later.
- Even if we are okay to have an in person conference in the spring, we need to make sure people are comfortable registering for it now. They feel many won't want to sign up for an in person conference.
- Systems may not feel they can send their staff.
- The preliminary approval forms have been coming in and it's clear that people are not sure about signing up to present. We typically get 70-90 proposals. Tyler figured we'd need a minimum of 55 proposals for a hybrid conference, but we are only at 43-45.
- The hotel is hoping for a minimum attendee guarantee, which we feel we can't give them at this time.
- We have seen enough of the 2020 virtual conference to know that virtual could work well for 2021 as well.
- The only reason to commit to an in person conference is our financial commitment to the hotel. Margaret is in constant communication about the conference. She is hoping we can extend our reservation another year, as they did for us in 2020. It's not an easy negotiation because it's not the local hotel that gets to decide – it's the central hotel headquarters who decides.
- More colleges are committing to an all virtual school year, which suggests we should consider the same for MLA programming.
- If we're not able to make an arrangement with the hotel to extend our reservation to 2022, we would need to give a guarantee on the number of sleeping rooms we will use in February. We could cut our numbers in half from 2019, but they might not be able to give us as many breakout rooms for programming, which would put us down to 5 rooms for programs.
- We have to know all the pertinent details by December 1st for the brochure creation, which means we should decide soon.
- While we may need to eat some costs with the hotel, both Margaret and Tyler feel it will be financially better to go all virtual because we'll see more registrations in that format. If we guarantee that we'll fill a certain number of rooms, we need to pay for the rooms that are not filled.
- Morgan supports the move to a fully virtual conference for 2021.
- David Dahl agrees as well that this planning for virtual rather than needing to pivot later is better. It would be easier to add in person elements to an all virtual conference to the other way around, if the circumstances allow.
 - o Tyler will talk with the conference committee about creating ways for systems to get the most out of their virtual program, including ways to add in person elements if it is possible.
- Carl Olson asked if preliminary approval forms can still be submitted if ideas are still coming up. Tyler asks that if the form could get in by the end of next week, it's possible. Margaret agrees. Several of the programs for 2021 were 2020 programs that the presenters felt wouldn't work well in a virtual setting, so we may lose some of our current program proposals when we move to all virtual.

Adjournment

Carl Olson motions to adjourn. Tyler Wolfe seconds. All in favor – meeting adjourned.