

Massachusetts Library Association Executive Board meeting minutes

October 10, 2014

Worcester Public Library, Worcester, MA.

Present: Maureen Ambrosino, Nora Blake, Diane Carty, Erin Daly, Gerry Deyermond, Sarah Hagan, Susan McAlister, Krista McLeod, Dinah O'Brien, Eric Poulin, Ellen Rainville, Sharon Shaloo, Nancy Sheehan, Jocelyn Tavares, Sunny Vandermark,

President Maureen Ambrosino called the meeting to order.

Approval of minutes was tabled because of low turnout due to the holiday weekend.

Maureen noted that Past President Elizabeth Marcus was unable to attend the meeting. In her report to the Board, Elizabeth told the group that she had approached Nanci Milone Hill to be Vice-President in 2015, but wanted to ask the group suggestions to fill the role of Treasurer due to the resignation of current Treasurer Ryan Livergood. Susan McAlister suggested former Treasurer Bernadette Rivard. Nora Blake volunteered to fill the role if Bernadette cannot. Maureen said she would contact Bernadette on this question and report back to the group.

Maureen asked for approval of the consent agenda. Dinah O'Brien moved to approve and Susan McAlister seconded the motion. The Board unanimously voted to approve.

The Legislative Committee gave their report. Susan McAlister said the committee was having difficulty getting State House booked for 2015 Legislative Day. All of March is currently booked, so they are trying to reserve a date in early April. Since this is not the first year the committee has had problems with reserving space at the State House they are considering changing the venue for Legislative Day but this would not occur until at least 2016. Legislative breakfasts are being scheduled; OCLN will be in Quincy. The committee's next meeting will be October 31, 2014.

Nora Blake reported that the Membership Committee is coordinating a "get to know MLA" event for the 2015 MLA Annual Conference. At this event, she would like each committee and section to do a short pitch for their group. Jocelyn Tavares noted that the Public Relations committee is thinking of doing similar events during the year and offered the PR Committee's assistance with such events if any other committee or section would like to do the same. Maureen noted she is considering "meet and greet" and family friendly events.

Treasurer Ryan Livergood confirmed that he will be resigning his post since he has accepted a job in Illinois. The group expressed their congratulations and thanks for his service as Treasurer. Ryan reported that membership income is lower than this time last year and, correspondingly, funds are lower. Ryan said this is mildly concerning but he hopes that the new Institutional membership category may help bolster finances. Sarah Hagan, Association Manager, told the group that she would be sending out a blast email publicizing the Institutional memberships the following week. Sarah also told the group she will be sending the email to Library Directors who are not currently members of MLA and she hopes to get some new members with this effort.

Association Manager Sarah Hagan updated the group on progress revamping the MLA website. New features on the home page include the slideshow with information on the Association and current events, a calendar with details on the next 5 MLA events and a Facebook feed that replicates our most

recent posts. Work continues on the website. Maureen expressed her pleasure with the progress and encouraged Board members to look at the website if they had not done so already. Sarah told the group she had met with a graphic designer to update the MLA logo and she presented the draft versions of 3 ideas to the Board. Ellen Rainville expressed her opinion that Idea 1 could be improved if each leaf had an idea or the name of a committee or section in it, she thought Idea 2 looked like it advertised a scientific company. She thought Idea 3 was the strongest, with 3B as her favorite. Ellen cautioned that we should be sure to use an economical choice for the font of whatever design the Board chooses. Gerry Deyermond expressed a liking for Idea 1 because it emphasized that it was a state organization. Krista McLeod said she didn't like Idea 1 because she thought it would date quickly and didn't scale well. Several Board members noted that the leaves replicated the old regional map, which might incur negative connotations. Maureen liked 2C and suggested that wording (the name of our committees or sections or organization) could be wrapped around the perimeter of the design. Eric Poulin said 3B was his favorite design. Gerry said she didn't like Idea 2 and agreed with Ellen that Idea 3 is graphic with 3B as her favorite. The group all thought that adopting a scheme of green, blue and cranberry would be a good choice as these are the state colors of Massachusetts. Ellen suggested we have the designer mock up several of the Board's favorite designs sample on envelope, letterhead, banner in a few color schemes so the Board could make a final choice. The group decided to request 2C, 3B and 3F with the alteration of having the wording placed as it is in design 3E with variations on the Massachusetts state colors. Sarah said she would relay this request to the graphic designer and post the revisions on the MLA website when they were received.

Maureen opened the floor to the group to share other issues that weren't included in committee or section reports.

Gerry Deyermond asked a question for Allison Sloan, who was unable to attend the meeting. ALA offers free one year memberships to winners and nominees for their awards, can the Paralibrarian group do that too? Maureen responded that the Administrative Committee had discussed this and decided that it was okay to offer memberships to the winners as an incentive to join MLA after their complimentary membership elapsed but not to all nominees. Susan McAlister asked if MLA has any statistics on how many people who have been given complimentary memberships have subsequently joined the organization. Sarah Hagan said she would compile this information and disseminate it to the Executive Board via email. Nora Blake said she will talk to all Committee and Section chairs to see what is currently comped for both memberships and dinners at the Annual Conference and pass this information onto Sarah. Sarah will compile the information and distribute it to the Executive Board. Gerry said she would update Allison at the Paralibrarian meeting scheduled for the following week. Maureen said this issue will be added to the agenda for next Executive Board meeting.

Susan McAlister addressed the Adobe/OverDrive privacy issue that has gotten a lot of recent publicity and directed the Board to OverDrive's statement on the matter:

"On Tuesday morning, OverDrive became aware of the story regarding Adobe collecting user information via the use of their desktop reading software, Adobe Digital Editions. Adobe has since released a response, which can be read in full here, explaining both the purpose of this data collection and its usage.

We respect and uphold the privacy of users who engage with OverDrive's services and library websites hosted by OverDrive. It is our understanding that the reported issue involves Adobe Digital Editions 4, which is not used as part of the OverDrive app.

OverDrive collects information to improve the manner by which OverDrive operates and offers its products and services, and to improve how OverDrive communicates with users about those products and services. To see the full detail of what information OverDrive collects and how it is used, visit our [OverDrive App Privacy Policy](#) and [OverDrive Privacy Policy](#).

We are actively monitoring the situation, and will continue to update our partners and users as more information becomes available. SM looked to see if Adobe had a statement. As long as not using 4 it isn't a problem. Look at Overdrive app and website privacy policies."

Maureen noted that MLA will have a booth at the Boston Book Festival and encouraged Board members to sign up for the remaining slots to man the booth. Although MLA has a number of Boston Bruins themed giveaways—posters, bookmarks, masks to color, etc. — she is looking for adult and children's book donations for additional giveaways. Any donations can be sent to Maureen at the Westborough Public Library. Sharon Shaloo from Massachusetts Center for the Book said she has many books and giveaways to send to Maureen. Maureen said she will also print a large map of MA so people can put sticky dots on it showing their hometowns.

Maureen reiterated her request that Board members reach out to their counterpart in NELA before the next MLA Board meeting. At that meeting, Maureen will ask our Board members to report on what MLA can do to partner with neighboring state organizations including NELA. Gerry Deyermond said that she has met with representatives from New Hampshire about opportunities to partner with them.

Gerry Deyermond received a letter from a New York library support staff member asking if MLA has reciprocal agreements with neighboring state organizations so that members can attend conferences in neighboring states member prices. Krista McLeod said MLA has done this on an ad hoc basis when the MLA conference has been held near a state border but that there hasn't been much interest in this benefit from the MLA membership. Several members brought up difficulties with this idea including how to check that people are actually members of other organizations. Ellen Rainville said she thought we should concentrate on incentivizing Massachusetts librarians to join MLA. No change in our policy was made at this meeting.

Krista McLeod asked for team members for games at NYLA on Sunday night.

Diane Carty encouraged Board members to attend musical bingo at Rock and Coal Pizza on Friday November 7, 2014. The gathering starts at 7:30, musical bingo starts 8:30. Sarah Hagan said she would add this event to the MLA website.

Krista McLeod said that the first Intellectual Freedom workshop at Dracut Library was a success and earned \$300 for MLA. Two more workshops have been booked and one more is pending putting the Intellectual Freedom committee is on track to earn \$1200-\$2000 for MLA this year.

Gerry asked when MLA/NELA joint membership will be made available. Maureen said probably next spring after the New Hampshire Library Association collaboration is rolled out. Maureen noted that the joint membership with NELA had been approved at the 2014 Annual Meeting.

Nancy Sheehan told the group that Wakefield looking for Young Adult and Children's librarians. It was also noted that the Youth Services section has received the lunch bags they ordered and they are now selling them for \$10.00 each. Several sales were made to attending Board members.

Motion to adjourn by was made by Eric Poulin, seconded by Ryan Livergood.

Respectfully submitted,

Sarah Hagan

MLA Association Manager for MLA Secretary Debby Conrad