



Massachusetts Library Association (MLA)
Administrative Board Meeting
March 14, 2014
Minuteman Library Network Central Site

In attendance: Elizabeth “Betsy” Marcus (President), Dinah O’Brien (Past President), Maureen Ambrosino (Vice President), Ryan Livergood (Treasurer), Laura Bernheim (Secretary), Sarah Hagan (Association Manager)

President, Elizabeth “Betsy” Marcus called the meeting to order at 10:05 am. The minutes from the [January 10 meeting](#) were approved.

President’s Report (Elizabeth “Betsy” Marcus)

- Betsy asked Sarah to draft a thank-you letter to the board of trustees at the Westborough Public Library for the use of their address as a permanent legal address for MLA. Agencies and organizations such as ADP Payroll services and the state departments of revenue and corporations.
- Dinah asked if we need to purchase storage materials for the mail sent to Westborough. Maureen will purchase something. MLA will also purchase a box of manilla envelopes and postage in order to forward mail to the PO Box.
- The group discussed the possibility of organizing an ongoing bylaws committee.
- The legislative breakfasts were a big success.
- Dinah mentioned that librarians need to better advocate with legislators.
- Betsy wants MLA to increase its membership. She asked for ideas on making MLA more fun, and to increase chances for colleagues to network and communicate. Maureen suggested having a scavenger hunt app at conference. Another idea involved holding various PR events, such as the planned movie and trivia nights, across the state.

Vice President’s Report (Maureen)

- A membership task force met to discuss the possibility of a joint membership with the New England Library Association (NELA). If someone joins MLA, he or she can join NELA for only \$20. Eventually, this will be the only way that NELA will offer memberships. Betsy asked that the task force report back on joint MLA/NELA membership at the April executive board meeting.
- Maureen produced a draft proposing MLA institutional memberships. A discussion ensued, and some wording was changed in the first sentence. ***Dinah O’Brien made the motion to put forth Maureen Ambrosino’s draft of institutional memberships with the change in wording in the first sentence. Maureen Ambrosino seconded the motion. The motion passed and will be presented to the executive board.*** The approved revised draft is below:

MLA needs the support of Massachusetts libraries and supporting organizations to make sure that the library message is heard at the State House, in the media, and in our cities and towns. MLA supports libraries and library staff members through advocacy, continuing education, networking, and special events. Organizations can support these efforts with an Institutional Membership.

Institutional Rates and Benefits

Silver Member: \$150

One free personal membership to MLA
One non-member registration at member rate
One free exhibit pass for the conference
Recognition on the MLA website
Newsletter subscription

Gold Member: \$500

3 free personal memberships to MLA
Two free conference registrations
Two free exhibit passes for the conference
Recognition on MLA website
Newsletter subscription

Platinum Member: \$800

5 free personal memberships to MLA conference
3 free conference registrations
3 exhibit passes for the conference
Recognition on MLA website
Banner ad on MLA website
1 free email blast to all members

- Maureen has confirmed that all MLA executive board members are, in fact, members of MLA.
- Maureen is still in contact with [Better World Books](#) as a partner. Maureen will ask the MLA Public Relations Committee if it's appropriate to send out e-mails regarding the Better World Books/MLA partnership. Sarah will also look into the established [MLA/Drexel University partnership](#).

Past President's Report (Dinah O'Brien)

- Eric Poulin, from Greenfield Community College is the candidate for the incoming Vice President/President.
- Nora Blake from the Massachusetts Library System and Deborah Conrad from SAILS Library Network are candidates for Secretary.
- Ruth Urell from the Reading Public Library is the candidate for ALA Councilor.

- As of the writing of these minutes, a ballot was sent out to MLA members featuring statements from all of the candidates. Members should submit their ballots by April 24.

Association Manager's Report (Sarah Hagan)

- Sarah would like to simplify the categories in Quickbooks.
- A lot of the uncashed checks have now been cashed.
- Sarah noticed that a lot of the MLA members who had joined through ALA were not in the Wild Apricot system and so she has rectified that.
- There are currently 736 active MLA members; 308 members with overdue renewals; and 139 with lapsed memberships.
- Things are going well with conference. The [registration](#) is already up on the website, and as of the writing of these minutes, so are the [programs](#). Maureen asked if the 5th registration is free, if there are 4 registrations from one institution, since that was the precedent in past years. Sarah said that would be the case.
- Sarah has made a spreadsheet of vendors who have exhibited at past conferences. A discussion was made that if a fundraising committee is ever formed by MLA, they could help with filling the vendor hall at future conferences.
- MLA now has [a store](#) on Cafe Press. If you've ever wanted an [MLA pillow](#), now is your chance.
- The Youth Services Section retreat early in March was a big success and took in \$1600.
- The URL for the association website is now permanently reads masslib.org and no longer switches to mla.memberlodge.org
- Sarah will work on making the website less complicated as a summer project.

Treasurer's Report (Ryan Livergood), click [here](#) for full report

- An MLA check made out to Elizabeth Hacala on October 12, 2012 for the amount of \$3415.45 was recently cashed. Ryan will look into getting wording on the checks that say checks are no good after a certain amount of days. In that regard, Sarah will make a list of any checks written by MLA that have not been cashed.
- Sarah and Ryan had a conference call with former treasurer, Bernadette Rivard, regarding the budget for FY 2015. Some money that was not earmarked, earlier, regarding the transition and the PR Committee will guarantee a balanced budget.

Old Business

- A discussion occurred about future board meetings. Technically, the next administrative (admin) board meeting would be May 9, the day after the conference. Instead, the admin board will meet during the MLA Conference from May 6 - 8. There was also a discussion about canceling the August executive board meeting, since last year's attendance was very low. If June is content rich, then this shouldn't be a problem.

The meeting was adjourned at 1:30 pm.

Respectfully submitted,

Laura Bernheim
MLA Secretary