



**MLA Administrative Board Meeting  
September 12, 2014, 10:00 am-12:00 pm  
Minuteman Library Network Offices, Natick, MA**

In Attendance: Maureen Ambrosino (President), Eric Poulin (Vice President), Elizabeth Marcus (Past President), Debby Conrad (Secretary), Sarah Hagan, MLA Association Manager

President Maureen Ambrosino called the meeting to order at 10:01 a.m.

***Minutes – Maureen made a motion to accept the [minutes](#) from the May 8, 2014 Administrative Board meeting. Betsy seconded that motion. The minutes were approved.***

**President's Report (Maureen Ambrosino)**

Activities in which she has been involved over the past several months:

- Has been verifying that committees and sections are starting to meet. Chairs have been asked to verify all members of the sections and committees are active members of MLA. Maureen is on the mailing lists for all groups and she has noted the committee/section chairs are sending out this reminder.
- Met with Nora Blake to hand off membership committee responsibilities. That committee needs more members. When the logistics of offering the Institutional Memberships are in place later this fall there will be a big push to encourage people become members. There appears to be 300 memberships that are past due. Nora is going to look into this. Nora has everything she needs – Sarah has given her full access to the databases.
- Met with Deb Hoadley (NELA President). Deb said NELA is testing their joint membership with the New Hampshire Library Association because it is a smaller state. Joint membership with MLA will probably be offered sometime in the spring. The big push for membership in MLA will be in the fall with the focus on encouraging institutional membership. Encouraging membership in NELA will be in the spring.
- Administrative housekeeping - switching things over to her name. Maureen needs her name on the ADP account. ADP has stated they need official verification that she is who she says she is. Sarah will send them a letter on MLA letterhead. Maureen will send her the name of the person to whom it needs to be sent
- Boston Book Festival booth - This is going to be co-sponsored with the MBLC. She received an electronic file from Sharon Shaloo with identifies towns and authors that live in them across the state. She has reached out to the Youth Services Section for ideas. The Festival will be held October 25<sup>th</sup>. 10 – 5 in Copley Square. Volunteers will be needed.
- Sending acknowledgements to members who have renewed their membership – She is sending them a note thanking them for joining. Goal will be handwritten note but there are a lot.

**HOMEWORK** - She asked everyone to reach out to their counterparts in other states at NELA. She wants to avoid re-inventing the wheel and she wants to make sure we know what is happening in other

states. There could be a lot to be gained from cross pollination of idea with counterparts in other New England library associations. There will be an opportunity to meet our counterparts at the NELA Annual conference, October 19- 21 at the Holiday Inn in Boxborough, MA.

Betsy asked for a status report on the ADP payroll service. Sarah said problems with odd pay dates, etc. have been resolved. There had been an error filling out paperwork and MLA had been set up so it wasn't contributing to the Massachusetts Unemployment system. The MLA CPA verified that MLA must contribute to the state unemployment insurance program but not the federal. This has since been corrected. Debby mentioned that ADP should be providing copies of quarterly reports which would include the federal quarterly forms, state quarterly forms, and amount paid to the DUA.

#### **Vice-President's report (Eric Poulin)**

- Eric attended the most recent Conference Committee meeting. The 2015 Conference theme is ***Through the Library Lens***. Eric will be coordinating an academic librarian track. There will also be programs for urban libraries. Eric will be attending the next Conference Committee meeting.

There followed a discussion of the need to acknowledge scholarships recipients that provide first time attendees with funds to attend the conference. Maureen suggested they be recognized during a luncheon. Eric will communicate that to the Conference Committee.

- Eric will be attending the opening of the South Hadley Public Library.

#### **Past-President's report – (Elizabeth “Betsy” Marcus)**

- Nominating Committee - Jackie Rafferty and Betsy met via email. They had asked Sarah to provide a list of people who had been members for some time. Positions open for the 2015 election – Vice-President/President Elect and Treasurer. They have identified one person who would be a good candidate for the vice-president/president-elect. Betsy is waiting to hear back from her. They also have a few potential candidates who will be contacted as well. Ryan Livergood has said he would be willing to serve another term as Treasurer. Jackie' thought he is an excellent candidate as he has experience and institutional knowledge. The Administrative Board agreed. The slate of candidates should be prepared in January. February – slate to go to full executive board. The slate will then be announced to membership. The slate of candidates must be presented to membership at least 30 days before conference. Membership is also provided an opportunity to nominate other people. Voting is done electronically. Membership has a month to vote. Results ready for the April Executive Board.

***The MLA By-Laws Committee is charged to review the by-laws on a regular basis. The committee is chaired by Ellen Rainville. Current by-laws reflect the need to have paper ballots. Maureen will ask that Ellen convene the committee to meet and review the election cycle.***

The Administrative Board discussed the need to encourage participation in MLA boards and sections in order to develop members interested in serving in leadership positions. Sarah will modify the membership form to include a list if committees and sections with a check box to allow the person completing the form to indicate if s/he is interested in serving on any of them.

## **Administrative Manager's report – (Sarah Hagan)**

- Wild Apricot - Sarah looked into the [Wild Apricot privacy policy](#) following the discussion at the August Executive Board meeting about the association's privacy policy. . Membership information is not sold or shared with 3<sup>rd</sup> parties. They do not use 3<sup>rd</sup> party analytics unless requested to do so. MLA has not requested this. At the same time she has looked at other similar service providers. The largest is [yourmembership.com](#). Wild Apricot is much less expensive. Sarah would like to move to new templates to improve the existing MLA site.. She recommended that MLA continue with Wild Apricot and review other options later in the year.
- Website - She has been working on improving the website, testing links, looking at new graphics, etc. This was followed by a discussion about opening up meeting minutes to all members rather than limiting them to Board members and committee chairs. The Administrative Board agreed that this should be done, acknowledging that the Board could go into Executive Session to discuss sensitive issues. It was also agreed that the MLA Website needs to be updated more often with pictures of MLA sponsored events. Maureen would like that the Library READ posters taken at the 2014 Legislative Day be posted on the site as a slide show. There will be a group photo of the 2014 Executive Board and that will be posted on the website as well.

**Maureen asked Eric tell the Conference Committee to appoint official conference photographers so pictures can be taken during the conference and immediately posted on the MLA Facebook site and the website.**

- Graphic Designer – After sending out inquiries to several graphic designers, Sarah has been talking to Doreen Buchinski. Ms. Buchinski has done work with several libraries including Waltham and Westborough. Her prices are budget friendly. One logo - \$650. 3 concepts - \$1400. Brochure - \$900. Postcard - \$300 to \$350.

***Graphic Designer – Maureen made a motion to direct Sarah to contract with Ms. Buchinski to design a new MLA logo (3 concepts). The motion was seconded by Betsy. The motion was approved.***

The Professional Services line item is the designated budgetary line item for graphic design services.

**General requirements for logo - No italics, no teal, no books. Sarah will ask her if it can be done before October Executive Board meeting. Ideally the samples ready in time for them to be transmitted to the Administrative Board a week before the October Executive Board meeting but she might not have enough time for that. Sarah was going to contact her this afternoon following the Administrative Board Meeting.**

- Conference update – Sarah set up Drop Box for co-chairs and Sarah which should make things easier for communications. Things appear to be on schedule and in good shape. Sarah's goal is to have everything for conference on the website by November 1. Sarah will work with PR committee for publicity. Deadline for submitting programs is Sept. 26<sup>th</sup> so the program should be fairly concrete by November.
- Institutional memberships - Sarah is preparing for the new Institutional memberships and asked how we will handle current members. Membership dues are currently non-refundable. There followed discussion about the various benefits of the different institutional membership levels, the need to clarify what those benefits are, and how Sarah will be identifying people who are institutional members.

***Transition to Institutional Memberships - Maureen made a motion that for this year only, credit will be applied to institutional dues for active individual membership dues that had already been paid. The motion was seconded by Eric. The motion was approved.***

Information about institutional membership will be sent out to current members, all public libraries, and Eric will pass this on to the MA Council of Chief Librarians of Public Higher Education Institutions (MCCLPHEI). Sarah will talk to the Membership and PR committees. There is going to be outreach to school districts.

Maureen asked Sarah to talk to PR committee about the newsletter. – It is supposed to be one of the membership benefits. The PR committee has been charged with working with Better World Books as this is a source of revenue for MLA. There will be follow-up to see get the status of that project.

- Membership - Current membership statistics - 728 active members – 304 overdue, 139 lapsed. There was much discussion about what exactly is meant by overdue and lapsed. According to the current definition on Wild Apricot, the lapsed status means 14 days overdue. Overdue probably means people who have clicked on renew on the website but the check hasn't been received yet. There are a number of email reminders before and after membership renewal is due. General agreement that it is a good idea to keep to the anniversary date for renewal rather than a single renewal date as had been done in the past.
- Conference Committee – The Committee is beginning to discuss the location for the 2016 conference. Sarah has been talking to them about location and what weeks they want to have it because they need to take into account town meetings and school vacation. Sarah has been encouraging them to look to years beyond 2016 because of the need to book locations and speakers so far in advance. Caroline McMasters (Auburn) is taking on vendor relationship. She has had prior experience doing this and had worked with Elizabeth in the past. She helped out at the end of the 2014 conference.

**Treasurer's report** – Distributed by Ryan Livergood prior to the meeting.

- Maureen is going to talk to Ryan about the checking account balance. She wants to make sure he invoiced MBLC for their share of the book for the Boston Book festival.

**Executive session** – President Maureen Ambrosino called the committee into Executive Session at 11:45 AM.

Executive Session ended at 12:15 p.m.

Motion to adjourn by Eric. Second by Betsy. The meeting adjourned at 12:16 p.m.