



**Massachusetts Library Association (MLA) Executive Board Meeting
December 13, 2013
Minuteman Library Network Central Site
Natick, MA**

In attendance: Elizabeth “Betsy” Marcus (President); Dinah O’Brien (Past President); Maureen Ambrosino (Vice President); Laura Bernheim (Secretary); Sarah Hagan (Association Manager); Beverly Shank (Legislative Committee); Noelle Boc (Youth Services Section); Meredith Crosby (Technical Services Section); Nancy Sheehan (Public Relations Committee); Sunny Vandermark (Archivist); Kirsten Underwood (Personnel/Education Committee); Michelle Filleul (Conference Committee); Esmé Green (Conference Committee); Jocelyn Tavares (Public Relations Committee); Greg Pronevitz (Massachusetts Library System); Sharon Shaloo (Massachusetts Center for the Book); Krista McLeod (New England Library Association); Jackie Rafferty (Intellectual Freedom Committee); Susan McAlister (Legislative); Nancy Rea (ALA Councilor); Ellen Keane (Conference Committee)

President Elizabeth “Betsy” Marcus called the meeting to order at 10:11 AM. She thanked Susan McAlister of the Minuteman Library Network (MLN) for allowing MLA to use storage space at the MLN Central Site. Betsy also thanked Sunny Vandermark for working with former executive manager, Elizabeth Hacala, to move some items to the MLA Archives at the Boston Public Library.

[Consent Agenda](#) and [Minutes from October meeting](#)

- ***Susan McAlister made a motion to accept the consent agenda. Kirsten Underwood seconded the motion. The motion passed.***
- ***Susan McAlister made a motion to approve the October minutes. Dinah O’Brien seconded the motion. The minutes were approved.*** Laura thanked Krista McLeod for taking minutes at the October meeting.

Betsy invited those who contributed to the consent agenda and who wished to speak to do so.

Treasurer’s Report (Ryan Livergood) -- [report here](#)

- The Digital Commonwealth account needs to be dissolved. Money from the Digital Commonwealth account was accidentally used to pay Sarah Hagan. Ryan asked that the money be transferred back to Digital Commonwealth by writing them a check. ***Susan McAlister moved that MLA write a check to Digital Commonwealth. Kirsten Underwood seconded. The motion passed.***
- Ryan will include unpaid invoices in future treasurer’s reports regarding membership income.
- The total income for MLA as of this meeting was \$159, 338.08

Youth Services Section (Noelle Boc) -- [report here](#)

- Registrations will soon start for a retreat in the Berkshires on March 1 and 2.
- Noelle submitted a letter from Jordan Miller Fund chair, Pam McCuen for approval of money for a retreat speaker using Jordan Miller funds.
- A discussion ensued about the history of the [Jordan Miller fund](#) and its purpose. Noelle did some research into the history of the fund, which currently does not have an active committee. The initial concept was that the money funded storytelling programs for the public and not necessarily programs for the New England Library Association (NELA) and Massachusetts Library Association Conferences. Krista McLeod will talk to NELA representatives about getting other state organizations involved. Sharon Shaloo suggested holding Jordan Miller programs in partnerships with homes of historic literary figures and humanities councils. Sunny suggested charging program attendees.

Massachusetts Center for the Book

- Betsy appointed Sharon Shaloo, executive director of the Massachusetts Center for the Book, as the center's liaison to MLA. Betsy also encouraged all organizations' liaisons and section and committee chairs to submit an annual report.

Membership (Maureen Ambrosino)

- According to our database, there are 760 members in MLA, 591 of which are active and up to date on their dues. 241 have renewals that are overdue and 144 are lapsed. Committee and section chairs should remind their members about overdue memberships.

Massachusetts Library System (MLS) (Greg Pronevitz)

- Jackie Rafferty and Ellen Keane are on the MLS board, serving two year terms.
- There is a postcard campaign highlighting the statewide e-book initiative. The campaign is a joint effort of MLS, the Massachusetts Board of Library Commissioners, and the MLA Legislative Committee. The postcards can be put out at the legislative breakfasts. Greg proposed doing an initial printing of 1000 postcards, which will cost \$155 plus an additional \$246 with postage. ***Esmé Green moved that MLA spend \$400 on the postcard campaign. Noelle seconded. The motion passed.***

American Library Association (ALA) (Nancy Rea)

- Nancy will be attending ALA Midwinter January 24 - 26. Please let her know if you have any concerns that you would like her to present to ALA.

Legislative Committee (Susan McAlister and Beverly Shank)

- Legislative breakfast season is coming along. Betsy said that those planning breakfasts should include room for a speaker from MLA. Beverly suggested putting that suggestion in the [breakfast toolkit](#). Sharon Shaloo added that Representative Kate Hogan would like to know dates of legislative breakfasts so that she can add them to her calendar.
- [Legislative Day is March 31](#) at the state house.

- The Massachusetts Board of Library Commissioners (MBLC) has formally released its [legislative agenda](#).
- Representative Kate Hogan suggested [State Senator Stanley Rosenberg](#) for the Library Advocate of the Year Award. The award will be given out at lunch on Legislative Day. ***Dinah O'Brien made a motion to approve Stanley Rosenberg for the Advocate of the Year Award. Beverly Shank seconded. The motion approved.***

Association Manager's Report (Elizabeth "Betsy" Marcus and Sarah Hagan)

- Unlike former executive managers, Sarah is an employee of MLA, as opposed to an independent contractor. MLA has enlisted ADP Payroll Services.
- There is an [official job description](#) for the Association Manager.
- Sarah is working on the website as a first priority, with membership and a newsletter also being large priorities. The Facebook pages will be addressed, as will the URL of the website.
- Sarah will have official office hours, Monday-Thursday, 10 am - 3 pm, and Fridays, 10 am - 2 pm.
- Sarah's association e-mail is manager@masslib.org It is currently the only e-mail associated with MLA.
- Sarah will send out reminders about meetings the Friday before.
- The phone number for MLA is 781-698-7764. The mailing address is Massachusetts Library Association; PO Box 230813; Boston, MA 02123-0813

Old Business

2014 MLA Conference

- The conference committee met in November.
- The conference is May 6 - May 8 at the DCU Center in Worcester and will be 2.5 days.
- The conference on Tuesday will start halfway during the day, with a keynote speaker at 1:00 pm.
- Two hotels have been secured for the conference -- Hilton and Holiday Inn. There are no minimum reservations required.
- There will be a performer showcase in the vendor hall, in which performers will pay for 15 minute slots.
- Author Chris Bohjalian will be one of the speakers!
- The rates will be the [same as last year](#). For those who do not recall the minutes from the [December 2012 meeting](#), the rates were approved as follows:
- Members
 - \$100/one day
 - \$125/two days
 - \$170/three days
 - \$85/Friday only*
- Non-Members
 - \$145/one day
 - \$200/two days

- o \$250/three days
- o \$125/Friday only*
- Students
 - o \$90/one day
 - o \$120/two days
 - o \$150/three days
- Exhibits Only
 - o \$30

* For the 2013 conference, the half day was Friday. For the 2014 conference, the half day is Tuesday.

- Sharon Shaloo suggested asking Worcester City Manager, Ed Augustus, to give a “Welcome to Worcester” speech.
- **Susan McAlister made a motion to book the DCU Center for the 2015 Conference. Esmé seconded. The motion passed.**
- **Elizabeth Marcus presented a charge to the Conference Committee to look at possibilities for venues for 2016.** A discussion ensued about whether or not MLA would like to have an anchor site for conferences. Ellen said that one of the tricky parts about using the same site every year is that management changes can cause some problems. Ryan asked about a history of conference venues at various geographical locations. Sarah will do some research and get some numbers.

FY 2015 Budget

- All section and committee chairs should send their budget proposals to Ryan by January 9.
- Susan mentioned that the Massachusetts Friends of Libraries has donated \$500 to be used towards legislative day.

New Business

- Betsy put forth a motion to establish a permanent address for MLA, rather than have it change with the association manager. The idea is that the mail could be forwarded from the permanent address. Betsy explained that a permanent address (as opposed to a PO Box) is needed for payroll purposes. Maureen was set to ask her trustees to consider using Westboro Library as a permanent address. There was a discussion about this, with some expressing concern about delays in forwarding time. Krista mentioned that NELA always uses the home of their executive manager, though the address needs to be in Massachusetts since the non-profit is established in Massachusetts. The issue was tabled, though Maureen will still ask her trustees.
- Betsy put forth a motion to put two names on every account (financial or otherwise) for MLA, so that transitions will be easier in the event of turnovers. After some discussion, **Susan McAlister made a motion that at least two names are put on every account (with the idea that names will be removed once they are no longer in the positions). Laura Bernheim seconded. The motion passed.**
- Betsy put forth a motion that the content on the MLA website be maintained by one administrator, Sarah. After some discussion, a charge to the PR Committee to work with

Sarah, ***Jackie Rafferty made a motion that all website content be maintained by Association Manager, Sarah Hagan. Susan McAlister seconded the motion. The motion was approved.***

- Maureen put forth a motion to add institutional memberships to MLA. A long discussion ensued. What would be the benefits to an institution? Would the institution's employees get any benefits? Susan made the suggestion that the term "sponsor" be used instead of institutional memberships. Greg suggested looking at the model that MLA used when it employed a lobbyist. Ryan suggested sending out a survey to libraries, asking what they would want out of an institutional membership. Sharon Colvin suggested sending a survey to directors on whether or not they encourage their employees to become MLA members, and why they do or do not. Esmé suggested asking directors who do encourage their staff, such as Ruth Urell, as to what motivates them to do so. Sharon Shaloo, as an executive director of an organization, discussed benefits of institutional memberships. Susan McAlister suggested possibly lowering membership rates, as they were raised right before the recession. The motion was tabled. Maureen will bring more information to the next executive board meeting.
- Dinah O'Brien will have a report for the nominating committee for the end of the month. The positions that need to be filled are Vice President/President Elect, Secretary, and ALA Councilor. According to the bylaws, there need to be at least two candidates for the ALA Councilor Position.
- Dinah mentioned that former executive manager, Elizabeth Hacala's father in law, passed away. MLA will send her a condolence card.

Krista McLeod moved to adjourn at 1:00 pm. Ryan seconded the motion. The meeting was adjourned. The next executive board meeting will be February 14, 2014 at the Canton Library.

Respectfully submitted,

Laura Bernheim
MLA Secretary