



Massachusetts Library Association (MLA) Executive Board Meeting  
Reading Public Library  
April 12, 2013

In Attendance: Elizabeth “Betsy” Marcus (Vice President), Ruth Urell (Past President), Bernadette Rivard (Treasurer), Elizabeth Hacala (Executive Manager), Laura Bernheim (Secretary), Susan McAlister (Legislative), Maureen Ambrosino (Membership), Michelle Filleul (Conference), Esmé Green (Conference), Greg Pronevitz (MLS), Cindy Roach (MBLC), Sunny Vandermark (Archivist), Sarah Sogigian (Conference), Sharon Colvin (Youth Services), Ellen Keane (Conference), Kathy Lowe (MSLA), Laurie Lessner (PR), Krista McLeod (NELA), Jackie Rafferty (Intellectual Freedom)

**Introductions and Consent Agenda:**

Vice President Elizabeth “Betsy” Marcus called the meeting to order at 10:06 AM. Betsy asked someone to make a motion to approve the consent agenda, with the understanding that the treasurer’s and executive manager’s reports would also be presented at the meeting. **Ruth Urell moved to approve the consent agenda. Maureen Ambrosino seconded. The consent agenda was passed.**

**[Consent Agenda](#)**

- I. **Treasurer’s Report (Bernadette Rivard) [available here](#)**
  - A. The Jordan Miller money has been moved into the investment account.
  - B. The balances in the bank accounts continue to increase.
  - C. The amount in the bank account doesn’t reflect payments which have yet to be paid to the Hyatt for the upcoming conference.
  - D. The investments continue to bring in money.
  - E. This could be a good year, money wise, if the conference does well.
  
- II. **Executive Manger’s Report (Elizabeth Hacala) [available here](#)**
  - A. There are over 700 members in MLA, thanks in large part to Maureen Ambrosino’s outreach.
  - B. Registrations for conference have continued to increase. Elizabeth estimates that there will be around 400 registrations, including walk-ins.
  - C. Dinah talked up the MLA conference and the student conference rates at the Simmons Graduate School of Library and Information Science Career Fair.

**Committee and Section Reports**

- I. **Membership (Maureen Ambrosino)**
  - A. Maureen passed around lists of members who have lapsed and asked executive board (e-board) members to check off names of people they know, and then contact them.
  
- II. **Public Relations (PR) (Laurie Lessner) [available here](#)**
  - A. The PR committee is getting ready for the conference.
  - B. The PR Awards are still very popular and are doing well, this year. Laurie said, "It amazes me how much people look forward and how important they are."
  
- III. **Intellectual Freedom (Jackie Rafferty) [available here](#)**
  - A. The committee is looking to create a clearinghouse which will help libraries deal with challenges.
  - B. The committee is continuing creating the privacy tool kit.
  - C. Jackie made reference to the situation at the Forbes Library in Northhampton, concerning a patron's DVD donation. ([Forbes Library Trustees Meeting Minutes, February 20, 2013](#))
  - D. Greg Pronevitz said that the Massachusetts Library System is getting criticism regarding a hired speaker, writer, Ping Fu, for an upcoming program. ([New York Times article, February 20, 2013](#))
  - E. Elizabeth mentioned that if anyone calls MLA regarding promoting materials, that she says the organization does not promote the purchasing of materials.
  - F. Betsy commended Jackie for a job well done on the committee.
  - G. Sharon brought up an e-mail that was sent in a community regarding the use of Facebook by town departments. Jackie said that the committee will follow the situation and keep everyone posted.
  
- IV. **Legislative (Susan McAlister)**
  - A. There were a number of legislative breakfasts across the state that started in early January and ran through March.
  - B. There was an all time high number of legislators and/or aides of 88 at Library Legislative Day in March.
  - C. MLA shared the same space as the Massachusetts School Library Association. The numbers from either organization were not high.
  - D. Cindy Roach from the Massachusetts Board of Library Commissioners passed out the latest budget request.  
[http://mbclclegislativeagenda.org/images/pdf/mbclc\\_fy\\_2014\\_funding\\_request.jpg](http://mbclclegislativeagenda.org/images/pdf/mbclc_fy_2014_funding_request.jpg)
  - E. Amendments to the Massachusetts House of Representatives budget needed to be filed by 5 pm, April 12. Discussion will start in the House on April 22.
  - F. The budget from the state Senate comes out in May.

- G. Cindy explained that the line item previously for the “Library of Last Recourse” has now been rolled into 9401, “State Aid to Regional Libraries”.
  - H. Susan thanked Elizabeth and the conference committee for promoting the tour of the State House to be held during the conference.
  - I. Krista McLeod mentioned that some of the legislative breakfasts which had been canceled, due to snow, would be rescheduled for the fall.
- V. Massachusetts Center for the Book**
- A. Representative Kate Hogan filed bill 3292, which acknowledges the Center as a public/private partnership.
- VI. Youth Services (YSS) (Sharon Colvin) [available here](#)**
- A. YSS will be selling calendars at the conference at a discounted rate of \$15 or best offer.
  - B. YSS has put together a basket for the raffle at conference, with a tattooed theme.
  - C. Book representative Lou Pingitore is sponsoring a dessert and cocktail reception on Wednesday night after the dinner in his photography studio in Porter Square and has invited conference goers. He is paying for the reception and transportation.
- VII. Massachusetts School Library Association (MSLA) (Kathy Lowe) [available here](#)**
- A. MSLA just held its annual conference in Sturbridge.
  - B. A legislative committee is forming.
  - C. The annual election was held in March, including six new area directors.
  - D. State representative Sean Garballey is moving forward with his school library bill.
  - E. Judi Paradis will become president of MSLA in June.
  - F. Betsy remarked that she liked the book mark program at Legislative Day, sponsored by MSLA.
- VIII. New England Library Association (NELA) (Krista McLeod)**
- A. The NELA Board met on March 15.
  - B. Krista made reference to the tradition of inviting the NELA President to the MLA Conference. Deborah Kelsey from the Medfield Library, is the current NELA President.
  - C. NELA will have a table at the MLA Conference.
  - D. NELA is seeking nominations for the [Emerson Greenaway Award](#). A suggestion was made that MLA should nominate Rob Maier, former MBLC director. ***Ruth Urell moved to name Rob Maier as MLA’s nominee for NELA’s Emerson Greenaway Award. Susan McAlister seconded. The motion passed.***
  - E. The deadline for applying to the New England Library Leadership Symposium has been extended to April 29.
  - F. The next NELA Conference is October 20-22 in Portland, Maine. The keynote speaker is Rich Harwood. Rebecca McKinnon is also a speaker.

**IX. Massachusetts Board of Library Commissioners (MBLC) (Cindy Roach)**

- A. The director search is happening on schedule. The search committee will recommend some names to the board who will conduct interviews around May 21.
- B. MBLC staff are doing a program at 9 am on Wednesday, April 24 at annual conference.
- C. Changes have been made regarding construction regulations for libraries in the Construction Program. These are designed to work with the capital plan at the governor's office.
- D. There may be some funding available for natural disasters for libraries that are part of the construction program.
- E. [National Library Legislative Day](#) is on May 7-8 in Washington, DC.
- F. The federal sequestration may impact the federal funding received by the MBLC, including money for FY 2014 LSTA grants.
- G. A "Dear Colleague" letter was sent by Nancy Rea to librarians regarding the importance of maintaining LSTA funding.

**X. Massachusetts Library System (MLS) (Greg Pronevitz)**

- A. MLS has started exhibiting at state conferences, including MSLA and MLA.
- B. Greg touted an MLS program, on June 13, "Making Change: Transformation and Creativity in Libraries" at the DCU Center in Worcester.
- C. Deb Hoadley from MLS is leading the state wide E-book platform working group. The group issued an RFP, which is due at the end of the month. There will be demonstrations in May and hopefully a signed contract after that. The program will start with 50 pilot libraries.

**Old Business**

**I. Nominating Committee (Ruth Urell)**

Maureen Ambrosino, director of Westborough, is the nominee for Vice-President/President Elect, and Ryan Livergood, director of Arlington, is the nominee for Treasurer. Members have already received ballots with their names.

**II. Conference (Sarah Sogigian and Ellen Keane)**

- A. Sarah strongly recommended that MLA not work with the Hyatt ever again, saying that it has been a difficult experience, for a variety of reasons. The conference committee has been working very hard and has been constantly hitting road blocks mainly due to actions on the part of the Hyatt.
- B. Ellen asked that the MLA administration (admin.) board please not make changes to conference or the conference committee at admin. board meetings without either bringing it to the whole executive board (which includes conference committee chairs) or the conference committee.

- C. In order to get the discounted hotel room rate, MLA had to block book a certain number of rooms. However, if the rooms don't sell out, MLA could be responsible for the cost. The Hyatt had offered an out, offering to take rooms off of MLA's hands and try to sell them, themselves. Sarah suggested that MLA release the rooms to the Hyatt on Monday, April 15, and that conference goers will be advised to book hotel rooms by 5:00 pm on Sunday, April 14. ***Bernadette Rivard moved to release the rooms, if representatives from the Hyatt put the proposal in writing. Susan McAlister seconded. The motion passed.*** Both Ruth and Elizabeth also suggested that MLA provide the language for the written proposal.
- D. Elizabeth asked for a round of applause for the conference chairs, as well as Dinah, who has had to do more than other MLA presidents because of issues with the Hyatt.
- E. Sarah and Dinah had to meet with representatives from the Hyatt regarding keeping lunch prices reasonable.
- F. Parking at the conference is \$12 per day for day attendees, and \$15 per day for those staying overnight. Laurie clarified that it's important to mention to the Hyatt that these prices stay the same.
- G. The Dinner with Elinor Lipman, originally scheduled to be held at MIT, has been moved back to the Hyatt and will be in the Paul Revere Room, due to various logistical issues. This will alleviate any transportation problems regarding getting to MIT from the Hyatt. Betsy clarified that the new location is on the MLA website.
- H. Elizabeth mentioned that there is a complete change in staffing at the Hyatt from when the contract was first signed, which could be why they are no longer honoring certain provisions, such as allowing for the use of the top floor ballroom.
- I. Sarah stressed that the conference will be wonderful, saying that there are wonderful speakers lined up.
- J. There are a lot of vendors lined up. All of the booths in the exhibit hall have sold out.
- K. Sarah applauded Allison Sloan for obtaining sponsors for the conference.
- L. Betsy asked for clarification regarding speakers and receiving meals. Technically, MLA will not pay for speakers' meals, as sometimes a meal will be paid for but not eaten. However, MLA will most likely provide a meal for a speaker if asked, as long as the speaker will definitely be there to eat it.
- M. There was a lengthy discussion regarding the President's Reception at Conference, which had started out as a word of mouth function several years ago. Technically it is not part of conference, and it's unclear who has paid for it, whether it was the president or sponsors. A suggestion was made to add it to the conference budget, and Ellen did say that it would have to be submitted in writing like any conference program if that happened.
- N. The annual meeting will be held at lunch on Friday, April 26.

- O. There are two special events: a tour of the state house and a tour of the Cambridge Public Library.
- P. **Next Year**
  - 1. Sarah recommended booking next year's conference for the DCU Center in Worcester, since they were easy to work with and had submitted a proposal for next year. She also said that Worcester is starting to revitalize.
  - 2. Betsy suggested that she liked the idea of holding the MLA Conference in the same venue every year to avoid many of the issues that arose this year. Jackie expressed concern about the idea of keeping the conference in the same place every year, saying that moving it around could bring in a variety of people from all over the state. Maureen mentioned that holding more "Meet and Greet" events across the state could help with that. Sarah also said that there are fewer places that MLA can use due to high food prices. Krista did add that MLA has to be somewhat flexible in terms of venues because there are always personnel changes at sites. Elizabeth suggested booking the DCU Center for 2014 and 2015 which will give MLA some breathing room.
  - 3. Since the DCU proposal is only for next year, the following motion and vote was made: ***The Conference Committee made a motion to book the DCU Center in Worcester for the 2014 Annual MLA Conference. Ruth Urell seconded. The motion was approved.***

### **New Business**

- I. Ruth brought up the importance of recruiting new people to serve on MLA Committees and Sections. "What are we doing to recruit and nurture future MLA leaders? Who / what committees / where could we use help? How can new people get involved? How do we avoid becoming a "clique" insider organization, geographically & every other way? How do we develop new thinking and new ideas? How can we grow our leadership?" A lot of suggestions were made including having a table for the PR Awards at the NELA Conference, raising visibility of MLA, joint memberships of NELA and MLA, more "meet and greets", more stand-alone programs, joint programs with NELA's various committees and sections, and encouraging directors to recruit their staff.
- II. Krista asked if there was money in the travel budget for an MLA member to attend National Legislative Day. Sarah agreed that it was important that MLA have representation.

***Ruth Urell moved to adjourn the meeting at 12:55 pm. Susan McAlister seconded. The meeting was adjourned.***

Annual Meeting will be held on Friday, April 26 at the Hyatt Regency in Cambridge.

Respectfully submitted,

Laura Bernheim  
MLA Secretary