



**Administrative Board Meeting  
Minutes  
Friday, November 13th, 2020, 10:00am via Zoom**

Attending: Nora Blake (President), Joanne Lamothe (Vice President), Noelle Boc (Secretary), Kristen Collins (Conference Manager), Kim Hewitt (Conference), Esme Green (Past President), Rebecca Beckley (Association Manager), Ellen Keane (Conference), Bernadette Rivard (Treasurer)

**Call to Order** at 10:05am

**Motion to approve the minutes** from the September 11, 2020 Administrative Board Meeting made by Bernadette Rivard and seconded by Esme. All in favor.

**Conference Report**--Kristen Collins, Kim Hewitt, Ellen Keane

- The committee has been looking at different vendors for running our 2021 virtual conference
- ON24 is a strong contender but expensive; prices out as a yearlong commitment. They also have a lower price with less options. Has full tech support options.
- Whoova is a portal to store your vendors, website and uses Zoom. It's event only. Has some really cool exhibitor features. No dedicated live tech support. Much less cost.
- MassAV--really great features, but very expensive.
- Multifocus Media has really robust video production, they really run everything behind the scenes. Still rely on Zoom for breakout sessions, etc. Have a lot of cool features and will look more like a TV show and will feel very professional. Very reasonable pricing for what you would get.
- ON24 and Multifocus Media are the strongest contenders from both price and robustness of what is offered standpoints. ON24 may not be worthwhile if we don't use it for the year. Multifocus Media also has a feature of being able to "sell" ad space between sessions and such for commercials.
- We may have to crunch some numbers and prepare to go into the investments to get things running for conference, but Kristen thinks sponsors will offset some of the cost.
- **A motion is made to empower the Conference Committee to move forward with engaging the services of Multifocus Media as a virtual conference vendor** by Esme Green and seconded by Bernadette Rivard. All in favor.
- Question is if there is a plan to change fees for conference. If our registration fee changes for conference, it needs to be approved by the Executive Board first. The February Executive Board meeting will be the deadline for any registration fee changes.
- Conference Committee will also be spending some money for a graphic designer for themed pamphlets and so forth.

**Treasurer's Report** --Bernadette Rivard

- Update on filings--Taxes have been filed and the other reports have all been completed.
- Transferred money from the Fidelity account. Currently have about \$24,000 in the bank account.

- Membership funds are still coming in at a good pace. Bernadette will look at upcoming expenses to see how long what we have will support us.
- Time to get on top of FY22 budget requests. Sections and Committees will be emailed to have something for the December meeting for their budgets. Bernadette will send them what their budgets were last year and have them update it and prepare for tightened belts.

**Association Manager Report**—Rebecca Beckley

Ways to support MLA page added to the website. Could be good idea to reach out to PR to do a social media push for end of year donations to MLA for taxes.

**Administrative Calendar Items for December:**

- Nominating Committee Report for Executive Board Meeting—We will need a Vice President and Treasurer. Should we change bylaws to include a Treasurer-Elect position so that they are trained BEFORE taking office? Possibly a good idea. Could have the Association Manager work as a failsafe to make sure the Treasurer is keeping up with their expected work.
- FY22 Budget presentation
- Strategic Plan draft due

**Code of Conduct for Boards and Committees AND Code of Conduct for MLA Conferences, Meetings and Events**

Discussion around the documents that were pulled together by Nora. Some discussion around tightening up the language and making sure the procedures are parallel in both documents. Nora will make all suggested edits and the draft documents will be emailed to the Executive Board prior to the next meeting in December.

**Strategic Plan** –Nora Blake

All survey results were compiled and the committee members will meet to discuss and move forward with the plan.

**Other Business**—Woburn remains an evolving situation that we are keeping watch on.

**Motion to Adjourn** at 11:37am by Bernadette Rivard

Respectfully submitted,  
Noelle Boc  
Administrative Secretary