

Nebraska Library Association

Board of Directors Meeting

Minutes

Date/Time of Meeting: March 24, 2017 beginning at 12:11 pm

Meeting Location: Eiseley Branch Library, 1530 Superior St, Lincoln, NE 68521

In Attendance: Karen Berry, Scott Childers, Cally O'Brien, Anneka Ramirez, Deb Robertson, Brenda Ealey, Sam Shaw, Kathryn Kelley, Christa Porter, Michael Elsener, Devra Dragos, Holli Duggan, Melanie Feyerherm Schultz, Amy Wenzl, Angela Kroeger, Jake Rundle, Steve Fosselman, Angie Richeson

Absent: Linda Parker, Andy S. Pollock, Martha Ruff, Nicole Zink, Andrew Cano, Kate Hanley, Sky Seery, Julee Hector

Future NLA Board Meetings:

June 16, 2017, 10:00 am-2:00 pm, Kearney Public Library

2:30 pm tour of Younes Conference Center

Sept. 22, 2017, 12:00-4:00 pm, Nebraska Library Commission, Atrium Conference Room

GoToWebinar option

NLA/NSLA Conference: October 11-13, 2017, Younes Conference Center, Kearney

Business Meeting

- A. Call to order – Angela Kroeger called the meeting to order at 12:11pm
 1. Announcements - None
 2. Approval of the Agenda and Consent Agenda (see F-I below)
 - i) Brenda moved to approve the agenda and consent agenda. Amy seconded; ayes carried.
 3. Approval of the minutes from the January 2017 board meeting
 - i) Scott moved to approve; Karen seconded. Ayes carried.
 4. President's Report/Correspondence
 - i) NLA received a thank you note from Emily Sheketoff for NLA's \$100 donation toward ALA's National Legislative Day. The note is posted in the group files for viewing. Angela met with Rod Wagner on March 7th to discuss state aide to libraries. It is believed that state aide to libraries will not be cut this year, but that the NLC will have a potential 8.2% cut. There was a good turnout for Advocacy Day. Thank you to Steve and everyone else who made that event successful.
- B. Secretary's Report – Amy passed on a thank you from an NLA member to Angela for the regular email correspondence so members know what is happening, especially in light of the President's proposed budget.
- C. Treasurer's Report – Christa Burns Porter noted Conference profits came to \$17832.47, but there could potentially still be a little additional income that wasn't pulled over from your membership. Christa will be meeting with Devra Dragos about this in a few weeks. NSLA took in over \$8,000. Christa also received

NLAQ royalties, probably from database usage, totally \$587.19 YTD. Last year, NLA took in just over \$100 from these same royalties.

1. Porter also noted the budget line "other income" represents the funds earned from Amazon Smile (approx. \$11) and cafepress (approx. \$20 from t-shirts and NLA paraphernalia).

2. The post office box cost went up from \$102 to \$112.

D. Unfinished Business

1. ALA bus trip

i) Angela cancelled the trip after only receiving 19 registrations; we needed a minimum of 30. Brenda noted that the Megabus also leaves from Lincoln now, so there is an affordable alternative. All money has already been refunded and all registrants notified already.

2. 2017 Conference Update

i) Nicole tendered her resignation effective April 30th, which will have a significant effect on conference planning. The call for submissions has gone out, but vendors have not been contacted yet. Nicole did not get a large response for committees, there are still spots open.

ii) There are going to be 3 pre-conference sessions. Two have already been invited, and we are currently taking submissions for a 3rd. Unlike past years, S&RTs are not guaranteed a S&RT session.

iii) 2 pre-conference sessions have been invited, currently taking submissions for third. One will be bringing in an expert on early childhood development. The other will be on access vs. ethics from UNL staff.

3. Ad Hoc Strategic Planning Committee update

i) Michael Elsener, Andrew Cano, and Scott Childers are working on a survey for membership as part of an Ad Hoc Strategic Planning Committee. They are hoping to have some questions by Spring Meetings so they can announce then that it will be coming. They are also talking with Kathryn Kelley about combining this survey with the Communications Committee's Nebraska Libraries survey, but want to make sure it is not too long.

ii) When talking about Nebraska Libraries, Brenda mentioned she had spoken to 3 members of the Washington Library Association about their publication. They pay 1 main editor, but they did not seem to think it was a substantial amount. Brenda is going to ask them for more details, including what software they use and forward that information to Kathryn and the Communications Committee.

E. New Business

1. Executive Director Position

i) Nicoles resigned effective April 30th. Angela thanked her for giving a month and a half notice, even though the contract only requires 4 weeks. Nicole can't take off work to attend meetings right now due to lack of vacation time at her new job, but she will work evenings and weekends in the mean time. Andrew expressed the need to take time to find the right fit for the position. He has asked Michael Straatman to rehire on a temporary basis as a conference coordinator and then, effective May 1st, change to the Executive Director pay rate through conference or until a replacement is hired. In Michael's reply, he acknowledged the offer for \$200 for April, but countered for \$800 per month and the regular mileage reimbursement for travel to Kearney for site visits, etc. Michael does think there is a strong volunteer pool at UNK and Kearney

Public Library which he can also use to help get things on schedule. This would mean an extra \$1600 for 2 Executive Directors for April and October (provided a new ED could be hired by October). Due to the unused editor salary for this year, there is \$1900 in budgeted funds at our disposal. Nicole has also said she is willing to reduce her stipend for April, acknowledging she is behind with conference planning, but she also has plans to create a type of manual for the Executive Director position so the next person has a clearer idea of the duties. This also means that the board will need to decide whether or not to hire an editor by November 1st.

ii) After further discussion, Deb motioned that we accept Michael Straatman's interim Executive Director counter-offer from April 1st-October at the current rate we pay the Executive Director, plus mileage incurred during that time, and that we also agree to not hire a Nebraska Libraries editor until Nov. 1st or after. Finally, that we give Angela the authority to negotiate with Nicole for her April salary, starting at half of her current rate, provided it does not go over the current monthly salary. Sam Elsener seconded.

(1) Discussion: Michael Elsener clarified with Angela that Nicole would be asked to coordinate with Michael to transfer conference files and duties over during April. Brenda asked and Devra clarified that mileage cost is already included in the current contract. So there is no change there. Amy thanked Andrew for working with Michael to set this up. Devra also clarified that conference treasurer duties were transferred to the NLA treasurer, but some old wording remains in the contract. Devra asked about current contract that will be reviewed. Clarified conference treasurer duties were transferred to the NLA treasurer but some old wording still remains. Devra and Christa confirmed those duties do belong to the treasurer. Angela and Christa will work together to review and revise financial duties listed in contract so it is accurate going forward. Then the Executive Committee can approve wordsmithing of the contract since the whole board already voted to remove those financial duties previously. Vote: Ayes Carried.

2. Combined Strategic Planning and Communications Survey

i) See above notes - They have begun the survey writing process and 2 committees are working together. Andrew has a survey software from UNL that we can use, more robust than simple free survey software. Scott confirmed it is Qualtrics. Angela asked that survey includes member's needs from the website.

3. Website Wayfinding Issues

i) Angela: We have currently been holding off on big website changes until we get guidance from the survey, but Jake Rundle noticed he couldn't find 2017 Advocacy Day information easily and the current calendar only includes a couple of upcoming Spring Meetings. S&RT chairs, please send events to Cally to be included in the calendar.

ii) Devra: a staff member found the conference information a couple of days before but then it had disappeared over a weekend. Kathryn Kelley confirmed the same thing, so maybe a setting issue was to blame, if registration closed the day before, then the event disappears. Cally will look into this for the future. Michael E. also noticed if you go to about>S&RT>IF it is currently a deadlink. Scott said this is due to the name change, the link is pointing to the old group name/group page currently. Cally fixed this during the meeting.. Kathryn Kelley: Is there a way to periodically update the homepage? It's pretty bare bones. Scott: Historically, that front page is buried within a menu system. Previously they would go in and update that upon request. Now, there may be an option to change the front page to a blog, but that may need to be a discussion with YourMembership. Cally would have to check. Basically, it's up to how CALLY wants to do it now. Cally: She is willing to change content, but we probably need a way to archive that content. Jake:

can we make the calendar have an embed of the dynamic calendar? Cally: The right rail has mini calendar already, permanently. Advocacy day rolling off the calendar the day before was believed to be just an error. Amy asked Cally if she's willing to change homepage upon request. Cally: We don't want to duplicate calendar information too often. Do we want it to be up to her discretion? She recommends S&RTs put their content on their webpages. Brenda: Is there a way to do a what's new or what's happening area? Maybe even a photo? Cally asks Scott: Is that a possible feature? There is a what's new or news page option but no one was submitting. Not sure if this can be the front page or not, but it was just a list of news items. There were no photos or anything. There was just a headline and a couple of lines. Scott suggests this discussion be tabled until later so long term decisions can be made. Kathryn: Under welcome can we include things periodically like "accepting proposals for conference now!" Amy: wondered if content from Angela's emails to membership about budgetary issues might be something to post occasionally. Sam: We should have this information available to non-members. Brenda mentioned facebook content. Kathryn wondered if a feed like the facebook feed could be added in a widget somewhere on the home page. Could Cafepress link be added to the main page like the AmazonSmile or a social media widget? Might help refresh a little. Scott suggest this discussion happen at a later time. Angela and Amy agreed: We want Callie to have freedom to change what she feels would like nice. Callie has added a NLA Awards landing page and continues to work to update the website. Deb Robertson: Thanks to Callie for everything. York had trouble registering for conference, and Cally fixed an issue with 70 members renewing right away.

4. Proposed change to NLA nominations procedure, from Executive Committee

i) Angela asked the board to look at the NLA Handbook section 7.9, nominating procedures point 2. The Executive Committee proposes removing minimum requirements for S&RT officers so single candidate ballots are discouraged but allowed and S&RTs are not financially penalized for only having one candidate. Board members noted they have seen groups nominate someone who doesn't actually want to get the position and then tell members not to vote for them just to meet the requirements. This proposal was originally recommended by Scott. Since it's a handbook procedure, it doesn't need to go to membership. Amy: I support this, agree with Angela. Deb Robertson: Is it only the roundtables who have seen this? Angela: No, it has happened in smaller sections too such as S&I. Brenda: Can they just have 1 officer? Angela: that would be up to those groups, but believe most of them need at least 2. Amy: I think we have seen through S&I that members of these sections are willing to come forward if there is a consistent issue to determine if their S or RI is necessary for membership. Brenda: Maybe we should recommend to S&RTs that they have fewer officer positions to assist with this problem as well. Angela: Most of the smaller groups have trimmed their positions a bit already. Scott: With changes with our dues structure, do we want to add overhead financial issues to elected officers? Christa: Funds are currently held back until they have elections with 2 candidates in each position. Scott: As an example, they are currently trying to get ITART back up and running, please remember it can be hard to rebuild without any funds. We should give them a chance. Amy agreed. Brenda: If the issue is not getting involved members, maybe the problem is larger. Deb Robertson: This could be a result of being a state with so many small libraries where staff can't get away from the building. Angela and Amy agreed. Brenda: We want vibrant and active S&RTs, and, if that is not happening, then what is going on? Amy: Agreed that is always a concern, but maybe that is an issue of S&RTs not marketing their value and what they do enough and, as a board, we can work on that. NLA's value has become a bit more obvious due to legislative and budgetary concerns but that needs to trickle down. Christa:

We also need to think about the updated dues structure and how that could be impacted by keeping the current procedure. Steve asked for perhaps a future discussion or review of S&RT budgets and allocations. S&RT members can have a voice just through what they join and using dues money. Perhaps some of their money could stay within the organization as a whole to pay an Executive Director more or use the funds elsewhere. Devra: Asked Steve to clarify, \$6000 is paid in by the sections and round tables dues, so members are choosing where those funds go. Amy and Angela agreed that changing the dues allocation and structure is a much larger discussion that also reaches into bylaws. So, if Steve would want to write up a proposal for the next meeting, that would be welcome. After discussion, vote on motion as committee has presented it: Ayes carried.

5. Allocation Schedule for Sections and Round Tables

i) Angela updated the board. Section allocations will occur in March, June, and September this year. Then, after that, we will be able to adhere to the newly approved spring and summer allocation schedule.

6. Mileage reimbursement in the handbook and on the reimbursement form

i) The Handbook shows \$.25 a mile but reimbursement forms shows \$.56 a mile. The Bylaws and Handbook Committee suggests changing all documents to state "mileage at the current IRS rate." The committee proposes removing mileage amounts from the handbook and reimbursement form and replacing it with "mileage at the current IRS rate" rather than stating an amount that will become outdated.

ii) After discussion, Amy proposed amending the motion to include "and any NLA documents that refer to mileage." Amendment motioned by Amy. Michael Elsener seconded. Ayes carried.

iii) Vote to approve the motion as amended: Ayes carried.

7. 2020 conference site in Kearney - Younes wants us back

i) Younes Conference Center sent a potential contract to Nicole Zink for a 2020 conference in Kearney. Andrew suggested sticking with the standard Lincoln, Omaha, Kearney rotation to make it easier for future conference planners to keep established relationships with vendors and to keep things easier. Angela stated we would not want to completely remove the possibility of going to another city, but we have had success with those 3 locations. The group agreed we are happy to stick with the Younes Center for 2020. The Executive Director or Executive Board to pursue Deb R. motioned that whatever group is assigned the conference duties pursues negotiation of a contract with the Younes Center for the 2020 contract. Brenda seconded. Vote: Ayes carried.

8. Proposal for an NLA credit or debit card linked to our bank account

i) Angela shared the website domain is currently linked to Scott's personal credit card and this needs to be changed when we come up for renewal in May. This may also be an issue in the future as more and more financial transactions occur online. Christa spoke to Patrick, business credit card consultant at Great Western. He suggested we have a traditional credit card but it is linked to our business account and funds are automatically transferred from NLA's account. He also gave a virtual card option. NLA would earn 1point for each dollar spent with this credit card towards cash back or other uses such as airfare. Each person associated with the account would have their own profile and card, and switching every 2 years should not be an issue. He did not mention any annual cost or charge for switching cards. Christa also clarified the Executive Director and Treasurer are bonded and that there is fraud protection with the card and it would be possible to see whose card made the charges. Devra also stated that would also be part of the books being audited. Amy motioned to approve the linking of a credit card to NLA's account, provided there is no annual fee for the card. Michael E. seconded. Vote: Ayes carried.

9. Multiview contract for website marketing

i) Multiview company from which we get advertising on website. They sent us a warning that their advertising banners must be on ALL of our webpages, in the header and footer. Christa researched the contract and only found wording that states the organization will decide where advertisements will be placed. Nothing else can be found it writing that says we agreed to place advertisements on every page in both places. Cally noted this would require a redesign of our current pages. NLA is supposed to receive 30% commission after fees for these advertisements. The Executive Committee thinks this is a bad contract and we should end the contract. In 2014, we received \$801, in 2015 \$0 (S&RT pages did not have ads during this time), and in 2016 \$513.

ii) Scott also noted that that they are presenting themselves as NLA when they contact vendors and have some other questionable procedures. Sam Shaw questioned if we should rescind the contract immediately based upon their fraudulent representation of us. Scott worried about a potential court case if we do that. We can give immediate notice not to renew our contract though.

iii) Amy motioned to give immediate notice not to renew our contract with Multiview. Deb R. seconded. Discussion: Brenda asked can we move the marketing it to the footer in the meantime and if they come back and say it should be elsewhere, we ask to see the document that states where we agreed to place ads? Sam also stated we should perhaps take issue with the fact that we haven't been paid consistently in the past by them. Amy asked Cally, how much work it would be to move it to the footer so we can potentially be paid for this year if it is on the subpages? Cally said it should not be too hard to put it on the homepage and regular subpage footers. She will do so. Angela will ask Nicole to write the cancellation letter. Vote: Ayes carried.

10. Nebraska 150 and other content left on *Nebraska Libraries* Google Drive

i) Andrew did invite one author who wrote about the state library to present at conference. The other content was not in a publishable state. Kathryn Kelley agreed to periodically check the NLA Editor email address and respond to anything that is necessary and will also set a vacation responder for that email address while there is no editor.

11. "Libraries Are For Everyone" images by Rebecca McCorkindale

i) Angela suggested NLA members check out the "Libraries are for Everyone" images by Rebecca McCorkindale, a Nebraska librarian. They can be found on Rebecca's Hafuboti website. She has made all of these images free/open commons so libraries can use them. Scott asked if we can request Rebecca share any interviews she does about this so we can show librarians in and out of the state what one Nebraska librarian is doing. Kathryn will ask her to send us links. Scott also mentioned this may be useful for state Advocacy efforts as well as just our social media.

12. School of Library and Information Management (SLIM) at Emporia State University new cohort in Sioux Falls, South Dakota, beginning Fall 2017

i) Angela shared that starting in Fall 2017, Nebraska is a part of the Midwest student exchange program for their Sioux Falls mixed format SLIM program, so it's only \$17,000 total for their MLS degree. This is currently the cheapest hybrid-mode program in the U.S. Angela will send Kathryn some type of link that can be shared via social media to help promote their program.

13. Proposed handbook and bylaws revisions, work in progress

i) Angela and Kate Hanley went through the handbook and bylaws to just look for basic outdated information. Kate Hanley is working on those proposed revisions. Kate's report includes some potential bylaws changes and there will be some other additions as she continues to work through them. Angela proposed we table this discussion until the June meeting. Scott motioned to

table item 13 under new business until the June business meeting. Karen Berry seconded. Vote: Ayes carried.

14. ALA call to action for IMLS (Brenda)

i) Brenda shared that there has been a flurry of activity because of what is happening on the federal level with the proposed budget to discontinue IMLS funds. There is a phone conference next week to discuss potential ways to battle this:

(1) Alabama Library Association resolution letter - Nebraska could do a similar resolution letter to share with members and post publically. Julie Todaro is going gungho to get information out about what we can do - mostly contacting representatives.

(2) It will be very important that we have a presence at National Library Legislative Day. They are looking for stories from every state about how this will effect folks. This also affects LSTA funding, which is huge, especially if NE is already looking at an 8% NLC operations budget cut- another federal cut would be huge. This all has come through this week. Expect to see other ideas come out of different states with ways to combat this. Brenda reminded board members they can participate in NLLD virtually as well.

(3) Steve stated a campaign through the engage system will come out shortly, but the current membership lists needs to be synced to the Engage software. Cally needs the login to do this, but also stated a current list would only include those who have renewed so far this year. She will check to see if there is a way to just add new members into the old list. The question was posed, do we need to have members opt in to the Engage Communications, but it was determined any communications would be coming directly from NLA, just through a different software, so it is not necessary.

ii) Currently our budget contains \$0 for NLLD attendance. Rod Wagner is willing to provide partial funding through a grant to NLA and Steve Fosselman is willing to pay any additional costs above that to attend as the NLA representative. Michael LaCroix and Deb Bloom, both commissioners and Rod are attending. Steve has attended in the past. Congress will be in session during NLLD. Rod will send a grant form to Angela to fill out and submit to cover part of his attendance costs.

iii) Brenda welcomed board members to click on her report which contains links that take you to the action center to get alerts and use IMLS tags and information about how to participate virtually or in person.

iv) Brenda reiterated a resolution would go on our webpage to just show our opinion. Letters could out publically. Brenda, Steve, and Angela offered to create a letter members could personalize to send to their representatives through Engage. Brenda asked if she could draft something, send to board members, and then we can vote via email? Angela approved. Brenda motioned to table vote on library funding resolution until Brenda is able to submit a draft to the board. Deb seconded. Vote: Ayes carried.

15. ALA Resolution on Access to Accurate Information (Brenda)

i) Brenda presented another resolution on access to accurate information, shared via the ALA Chapter Councilor's email group for the board to review. After general discussion, the board agreed to change "member of ALA" to "chapter of ALA". Angela will sign and date the resolution, pending board approval. Deb Robertson motioned that we adopt this resolution. Michael Elsener seconded. Discussion: Brenda also recommend the Advocacy Committee can share this with libraries, friends groups, boards, etc. for their use as well. Deb R. noted it is worth contacting the

president as well, even if we are just one more tally because the president does have line item budget veto power. Vote: Ayes carried.

16. Other issues to discuss

i) Brenda shared a copy of Eli Mina's book "101 Boardroom Problems" which we can keep with the president's materials to assist with any current or future questions. The ALA chapter affiliate provided free copies to the councilors.

ii) Scott mentioned he appreciated the weekly reports submitted by the lobbyist. They are interesting and informative. It is more information that we have ever received in past years for our lobbyist. Other board members agreed. He suggested they be shared with the rest of the board. Angela will forward those when she receives them, if it is okay with Andy.

Consent Agenda Items

(Note: all consent agenda items are automatically approved when the agenda is approved unless removed by a board member. Removed items will be placed under regular agenda new business for action by the board)

F. General Reports

1. ALA Councilor – Brenda Ealey
2. MPLA Representative – Jake Rundle
3. NSLA Representative – Angie Richeson
4. AFCON Representative – Linda Parker
5. Executive Director – Nicole Zink
6. Internet Site Coordinator – Scott Childers
7. Lobbyist – Andy Pollock
8. Publication Editor – Willa Bitney-Garay

G. Section Reports

1. College & University – Holli Duggan
2. Paraprofessional – Martha Ruff
3. Public Library & Trustee – Deb Robertson
4. School, Children's & Young People – Karen Berry
5. Special & Institutional – Sam Shaw

H. Round Table Reports

1. IF – Michael J. Elsener
2. ITART – Scott Childers
3. NMRT – Anneka Ramirez
4. TSRT – Melanie Feyerherm Schultz

I. Standing Committee Reports

1. Advocacy – Steve Fosselman
2. Auditing – Devra Dragos
3. By-Laws & Handbook – Kate Hanley
4. Communications – Kathryn Kelley
5. Continuing Education – Andrew Cano

6. Diversity – Anneka Ramirez
7. Finance – Julee Hector
8. Nominating – Julee Hector
9. Scholarship & Awards – Sky Seery

J. Informational - no news

K. Adjournment - Angela Kroeger adjourned the meeting at 3:55p.m.