

VLA Board Meeting Minutes

Midstate Library Service Center

January 11, 2011

Attending: Charlotte Gerstein, Wynne Browne, Laurel Stanley, Cindy Weber, Marti Fiske, Lucinda Walker, Helen Linda, Joseph Farara, John K. Payne

Minutes by Christine Friese in David Sturges' absence.

Agenda:

Today's agenda approved with no additions

Wynne:

\$3000 in the black last year and \$2000 should also come from conference 2011

Notes on Budget to approve for 2011:

New line item for Café Press – held up awaiting good logo copy for production

Wynne provided overview of any changes

Trustee group had \$585 income from VLTA meeting in 2010 and it should be noted

With Marketing we are \$775 in the red, but adding VLC \$2000 anticipated payment keeps us in the black.

CDs (6 mos for VLA CD and 12 mo for John Swan CD) have rolled over (JS in Oct and VLA in Dec). 2010 report does not include the interest but Wynne will include in the 2011 report.

College/Special Libraries Section asks again for monies toward a 1-day workshop \$300 for 2011. \$200 is budgeted for public libraries events.

Vote to approve the budget for 2011: (Laurel Stanley) moved and John Payne seconded, all approved.

Helen:

Quarterly Newsletter is about to go out (Friday of next week). Trustees and other section leaders can send articles to Helen. Next newsletter planned for March

Laurel asked how membership does outreach to new membership. No one recalls a proactive campaign, other than reminding directors to get their staff to sign up. Discussion included that trustees can join individually or as a board. Newsletter then goes to one email for a board membership or friends group.

Noted that last year the postcards were also sent to lapsed members and it did bring back some people. Charlotte suggested new way to encourage members, based not on what they get, but rather to support the activities of the VLA.

John Payne:

Bylaws:

Feedback needed – does the board want to go through all details? Agreed that no, John can make all changes but Marti recommended a Track Changes version on Word for discussion

How major changes are made/ amendments made: currently ballots are sent out after discussion. Recommended that this change to vote at annual meeting after discussion. Marti points out that it may have been done that way so that members were not required to be at the meeting.

John will propose at next meeting to vote at Annual Meeting to change the process by which we vote on bylaws issues.

Term of office level of commitment needs to be revisited:

Current terms are a 3-year commitment. Suggested 2-year pres. Term and therefore Vice Pres. Term would also be a 2-year term. Further suggests that "Past Pres." Office is eliminated. Should this be

proposed? Comments about difficulty in getting a 4-year commitment and the ability of Past Pres. To complete Pres term project

Marti and PR

Looking to measure the Board pulse....

General agreement that newer/edgier/funny and what libraries do for the community. Cool is good, and good if librarians aren't in the commercials. Focus on the services rather than the space or the librarians.

2012:

Marti has a trustee who is a graphic designer and who offers to do a library calendar. VLA would open the doors, pull in libraries interested and then choose a cross-section of photos – 1 library per month. Pay photog and designer, printing costs, \$8.00 cost. Libraries set price with suggested \$15-20. Libraries keep the profits. VLA would sponsor this and the VLA logo would replace the "Vt Pub Libs" logo. General consensus that she should pursue but that they should be more inclusive – maybe county per page?

VLA workshops & VLC

Pubs: ebooks? Unconference?

Colleges: not yet determined topic and perhaps early May.

VLC: Jane's working hard, web site early February. Tuesday May 24 is the conference.

"Something to offend everyone" is the theme.

[VLC – in conference materials, it should be suggested that libraries close for the day if trustees will approve.]

[End of Meeting]