

**Vermont Library Association Board Meeting**  
**March 7, 2012**  
**Mid-State Regional Library, Berlin**  
**10am – 1pm**

**Present:** Kip Roberson, Helen Linda, Deb Gadwah-Lambert, Marti Fiske, Shara McCaffrey, Cindy Weber, Christine Friese, Nancy Wilson, Andy Burkhardt, Lucinda Walker, Kat Redniss, Grace Greene, Heidi Steiner, Joe Farara, Laurel Stanley, Wynne Browne

**Meetings minutes by:** Heidi Steiner

**Meeting called to order at 10:05am**

**Agenda Review**

Marti added discussing a proposal from WCAX for advertising.

**Committee and Section Updates**

**Kat (Youth)** – Had a snow delay on their event, but still ended up with good numbers on the rescheduled day (about 30 youth and young adult librarians). During the program, they talked about free to low cost events and brought in speakers/presenters from outside of libraryland. Brownell and Colchester Libraries brought “real live teens!” It was a really wonderful day with great feedback and there were lots of new faces.

**Lucinda (Public Libraries)** – Lucinda is doing a daylong event on Thursday, March 29<sup>th</sup> on downloading ebooks to devices. The same session will be offered in the morning and afternoon, allowing two potential times for people to come. Lucinda also stated that GMLC and the Public Libraries Section will be having separate meetings at VLC.

**Andy (College & Special Libraries)** – Andy has been talking with Michele McCaffrey at St. Michael’s about the yearly C&SL event. They are planning more structured, conference stuff in the morning and a less structured environment in the afternoon. The theme will be outreach and orientation. Though the location has not been nailed down yet, it will probably be at St. Michael’s and will take place after VLC.

**Nancy (ALA Councilor)** – Nancy stated ALA is negotiating with publishers regarding the ebook situation and it is hard to see how the talks are really going. There are issues with movies as well. The good thing is that ALA is on it and the advocacy is coming from the top. Nancy will be going to her last conference as Councilor in Anaheim in June. Joe noted that in other states there are mudfights for this position!! We need someone to fill it for next year if there are any names in mind.

**Cindy (Membership)** – Memberships are still coming in and the current total is 266. Conference stuff has also started coming in and it was clarified that those need to go to Jane. Cindy also received a giant box from Kathleen Geary in the P.O. Box that looks related to bylaws. It was decided the box should go to Paul for the Archives.

**Shara (Personnel)** – The Personnel Committee is working on the salary and budget survey for 2012 and they decided to open it to paraprofessionals, as well as professionals. Committee member Stacey Knight is creating the Survey Monkey survey. Shara is also continuing to work on the mentoring program and is

still planning to have a table at VLC. Cindy will forward along the names of anyone who indicated interest on the membership form.

**Helen (Editorial)** – The VLA News went out in February and the next one will be in the beginning of May. Helen has been cleaning up the Substitute Pool monthly, but does still hear all the time that people don't know about it. Laurel suggested publicizing it on the Trustees listserv. There was inquiry as to how we could go about marketing it to non-members.

**Kip (NELA Representative)** – NELA hired a new Executive Director: Bob Scheier from Holy Cross. His contract is from April-December at this point. There has been discussion at NELA about starting up Counterparts again and involving state representatives. Kip noted the virtual conference based on the NELA conference never quite came together. People at NELA have volunteered to help ramp up the association's social networking presence. They have a budget shortfall and have decided to restructure fees for the conference to encourage membership. The next meeting is in a couple of weeks and may be Kip's last one!

**Grace (Awards)** – A few nominations have come in for each of the Awards, but there are still nine more days (*as of the meeting date*) for people to nominate. Grace is hoping a few more will trickle in so there is a good pool to discuss. She also still needs a list of retirees: have to be a member of VLA and worked 10+ years in Vermont.

#### **Conference Update** (Jane *not present* – via Joe)

Everything is in full swing with the conference and registration is open. The credit card and PayPal account have been set up, which has modernized the conference process in terms of paying for things.

#### **Budget Report** (Wynne)

Wynne stated we still need to approve the budget for this year. She has already paid out to Nancy and Kip for some of their fees. Marti brought up that we had discussed adding \$500 to the Marketing line at the January meeting. At this point, Marti laid out the proposal for commercial time on WCAX during National Library Week (April 8<sup>th</sup>-14<sup>th</sup>):

- \$825 – 11 commercials, 2 per day (Monday-Friday) between 5 and 6am
- \$875 – 5 commercials, 1 per day (Monday-Friday) between 6 and 7am

All agreed the latter would be better as the time slot was more likely to have an impact and putting \$1375 in the Marketing line to cover the commercials and have a pool of money to work with was proposed. **Nancy motioned putting \$1375 in the Marketing budget line. Multiple members seconded. The Board approved the motion unanimously.** Marti will contact WCAX to confirm and coordinate.

Helen brought up the expense for iContact; it is in the VLA News Expense budget line. Kat asked about section expenses and Wynne noted the goal of all section events is they breakeven, though a little extra is not a problem. **The board unanimously passed the 2012 budget.**

#### **VLAC Budget/VLA Budget** (Joe)

Joe sought Board input on the best way to manage combining the VLA and VLC budgets as discussed at the January meeting. Wynne's big question was whether or not to combine the checking accounts, as we currently now have two checking accounts and one credit card: making things a bit cumbersome. It

was decided that for everyone's sanity, the checking accounts should be combined: this will also be easier for the Treasurer come tax time.

Wynne also stated she has no idea how the conference committee does things and that the VLC budget would need to be more than just a line: she would need to see a budget from them. A VLC budget line with sub-lines for their broken down expenses makes the most sense. Wynne stated as long as the conference committee still managed registration, all the money should go to her. **Laurel motioned to add the VLC budget to the VLA budget. Andy/Helen seconded. The Board approved the motion unanimously.**

Joe then brought up VLCs surplus of \$17,000 and whether or not it needs to stay that big. The Board discussed possibly setting a maximum surplus and the rest could be used for other initiatives. Laurel suggested the association could give money to the Librarian Relief Fund or fund a scholarship of some sort (conference, library school, professional development). Helen noted a scholarship should self-fund and had been discussed previously regarding the logo and a Café Press Store. **From this discussion two Ad-Hoc Committees were formed.** The Education Committee (Laurel, Helen, and Wynne) will examine a scholarship fund and have something prepared for the summer Board meeting. The Logo Committee (Marti and Andy) will draft a CFP for a new logo and present to the Board by the end of the calendar year.

The website came up somewhere in this discussion. Helen and Heidi will look at the website more this summer for possible reorganization and improvement per previous meeting discussions.

#### **VLA Credit Card/PayPal Account Usage Policy (Joe)**

At the last Board meeting, a credit card and PayPal account were proposed for use by the conference committee, though they also have other potential uses (like booking approved expenses for the ALA Councilor and NELA rep). Joe sought Board feedback on who should hold them and what they should be used for. Wynne is concerned about misuse and misplacement and Marti noted credit limits.

It was decided this really affects Wynne the most, so she should make the rules. Wynne will do a rough draft and Joe will help. Shara noted we should have a limit of how many people have access to the number at any given time. Joe will see if there are other policies out there we can borrow from.

Helen noted she is working on making the PayPal account work for paying for membership and is looking into how to create a form and embed PayPal: wants it to be seamless.

#### **VLA Board Positions 2012-2013 (Joe)**

Many Board positions will be opening up for 2012-2013

- Vice-President/President-Elect (it's an Academic year)
- ALA Councilor
- NELA Representative
- President of Public Libraries Section and ideally a Vice-President, as well
- Ideally...Vice-President/President Elects for Youth and C&SL
- Intellectual Freedom Chair
- Possibly Treasurer – Wynne will do it again, but is retiring at end of 2013

Grace noted in the future we should really have a nominating committee. Marti stated that traditionally the person leaving is responsible for finding their replacement. Joe will look at people who have signed up for the VLA/NHLA Leadership Conference as a starting point. Cindy will also see who has checked the volunteer box on the membership form. Heidi will be preparing the ballot and Joe will coordinate with her as names come in. He will also reach out to Emily Alling at Marlboro College as a possible President-Elect.

#### **VLA/NHLA Leadership Conference (Joe/Kip)**

Kip stated the Vermont slots are full. He gave the money to Wynne and will be in touch with Mary White at NHLA on next steps for paying for our sponsorship. He has a waitlist of four people.

#### **Earth Day Activities (Joe)**

VLA did sign up to be part of Earth Day activities. Bang the drum on Earth Day goodness and activities.

#### **Librarian Relief Fund (Joe)**

The LRF had six applicants with loss ranging from \$1500 to \$100,000. The committee totaled the amount lost by all applicants, determined each applicant's percentage of total loss claimed, and will award that percentage of the total amount raised, with the minimum award being \$100. \$5249 has been donated and there may be more sitting in Network for Good. The total needs to be confirmed before sending out the letters and checks.

Wynne asked if VLA should throw in some as an organization. She talked to her tax lawyer and it would only be a problem if the money was going to one person, because then it would be a gift. Consensus seemed to be matching VLA matching 10% of the total donations. ***There was a motion to match 10% of total donations to the Librarian Relief Fund. Laurel and Helen seconded and the motion was unanimously passed by the Board.***

Helen stated we should do a summative announcement once the awards have been sent out. Wynne noted she sent acknowledgments to anyone who donated \$250 because of tax requirements. It would be expensive to acknowledge everyone else via mail. It was decided we would put a general thank you in the announcement.

Wynne stated many of the donations came with thoughtful notes. It was suggested a collage at VLC could be a nice commemoration of the LRF.

#### **Strategic Plan (Joe)**

Joe will have something on the strategic plan for the May meeting.

#### **VLA Newsletter (Helen)**

The next newsletter will be in early May. Helen will send an email in early April soliciting stories and the deadline will be mid-to-late April. More and more people sign up for the newsletter each month!

#### **Other Business**

***Christine (report from DOL)*** – Town Officers' Education Conference – get the word out to your trustees. There are three this year. At both they will be talking about advocacy training. This summer DOL will be encouraging people to do PLA's Turning the Page program as a cohort. Really working to create a stronger base of advocacy in the state and need help!!

**Meeting adjourned at 11:50am.**

**Next Meeting:** Wednesday, May 16<sup>th</sup> – Elliot D. Pratt Library, Goddard College, Planfield