

VLA Board Meeting

May 17, 2011

St Michael's College

10 am-noon

Present: Marti Fiske, John Payne, Kip Roberson, Helen Linda, Wynne Brown, Nancy Wilson, Lucinda Walker, Laurel Stanley, Grace Greene, Charlotte Gerstein

Budget (see attached treasurer's report)

Other budget report notes:

The \$4945.44 miscellaneous income is from DOL and VSLA in support of the marketing campaign.

We have not yet received the \$2000 from VLC.

We have exceeded our budgeted membership income.

The change of VLC treasurer has caused some difficulty with the 2010 reports. I have not been able to give the accountant the reports needed for our 990. He has filed an extension for us.

Current balances: ~\$15,000 in checking, ~\$10,000 in CD

NELLS is invoicing us \$2000. We decided we'd provide a maximum of \$1200 to scholarships, divided among the accepted participants, up to a maximum of \$300 per accepted participant. "VLA will contribute \$300 per NELLS participant toward their fees for 2011." Depending on the fiscal health of VLA in the future, we'd like to continue to pay \$300 each for 4 participants.

Charlotte requested \$300 for the June 14 C&SL event. Others pointed out that section events are supposed to break even. Charlotte had announced the event as having no registration fee. The solution: ask for donations of \$10 per person to cover expenses. Board voted to cover the balance of the event that donations don't cover, up to \$300.

VLA awards

There will be no Sarah Hagar award since there were no nominations, so Grace asked if it would be acceptable to give two trustee awards. One of the two awards goes to the entire 2010-2011 board of the Morrisville library; two members plan to attend. The board voted to cover the VLC registration for both.

VLA newsletter

The January one went to 109 members who opted-in to receive newsletters, then for the May one 265 members had opted in. A message was sent to 40 non-renewed members suggesting that they renew to get the newsletter. Some renewed as a result. Many were school librarians. Laurel pointed out that it's important that all kinds of librarians remain converged in VLA.

There was some discussion of discounted membership for VSLA members. They do get discounted registration to VLC. Helen is archiving on the VLA website previous newsletters when the new one goes out. Kudos to Helen on newsletter. Helen will aim for quarterly, with the next in early August. Helen will reach out for more content from such sources as VCAL, eVermont, VSLA, etc. She fixed the gmail glitch.

Bylaws changes

The board realized the changes in the bylaws were not warned in the newsletter for the necessary 10 days' notice in time for voting at the conference. Helen will send an email warning today or tomorrow. During the 5/24 membership meeting, John will present a summary of the changes. Paper ballots will be available there. Members can vote right there, but electronic ballots will follow, giving over 10 days' notice with a June 10th deadline. We need 2/3 of votes to be affirmative to pass. Membership can make amendments at the meeting. John will make up the paper ballot, Helen will make a survey monkey ballot for voting online.

Advertising campaign

The campaign is done, and came in \$500 under budget. Marti is asking for feedback if we hear of anything. VSLA and DOL have rights to the content since they contributed. The ads could run again in the future.

Calendar project

Project is on schedule, calendars will be available October 2011

Public library section

No program this spring, will try for fall and spring next year, lots of ideas. Might try survey monkey for input or do unconference.

Conference

Last year 290 registered by early registration deadline. then a trickle, 308 total. This year early bird slow, but now over 300, expect to be \$3000-4000 in the black. Last year a postcard was sent about renewing membership and the conference, and paper info on the conference was sent. In April Marti sent a mailing to members who hadn't registered. It cost \$80. The conference reimbursed her. VSLA reminded members. We need to do a postcard next year. Marti will work with Jane on next year's conference.

Logo revision

The VLA logo needs revision—poor quality, pixelated. We voted to pay a graphic designer to redo logo into high quality digital version, up to \$300.

New officers

Ballot for new officers went out with the newsletter and will be available at the membership meeting.

For discussion at retreat

Whether to provide membership card anymore. Receipt by email will probably suffice.

John remarked on this being his last meeting on the board. Thank you John and Marti for your service!

Date and location for summer board retreat to be announced

Adjourned 12:05 p.m.

Respectfully submitted,

Charlotte Gerstein for David Sturges

Attached: budget report documents