

PACIFIC NORTHWEST LIBRARY ASSOCIATION

2017 Virtual Board Meeting

Saturday November 18th at 9am to noon (Pacific)

PNLA Mission Statement: To facilitate and encourage communication, networking, and information exchange for the development and support of libraries and librarianship in the Pacific Northwest.

Meeting Minutes

1. Call to Order at 9:05. Rick recorded the meeting. In attendance were Rick Stoddart, Jenny Grenfell, Jay Peters, Lisa Fraser, Ree West, Jocie Wilson, Beth Weigel, Heidi Chittim, Brian Hulsey, Carmen Clark, Jeannie Standal and Samantha Schmehl Hines.
2. Additions / Deletions to Agenda: None
3. Approval of the Agenda: Motion to approve: Ree. Seconded by Jeannie. Approved unanimously.
4. Minutes of the Last Meeting: Motion to approve: Ree. Seconded: Jeannie. Approved unanimously.
5. Officers' Reports
 - a. **President:** Rick Stoddart
 - i. **PNLA Member Survey**
 1. Was open to current/lapsed members and nonmembers
 2. 195 responses: 84 members, 57 non-members, remainder lapsed members.
 3. Asked type of library, valued services, future emphasis.
 4. Conference was ranked very highly.
 5. LEADS was ranked higher by members than nonmembers.
 6. Job board was ranked more highly by nonmembers
 7. Heavy emphasis on rural library support.
 8. Comments mentioned areas underrepresented by PNLA: Academic library issues, diversity/inclusion, social justice, children's librarianship.
 9. Gives us data to work on for future conversations around identity and efforts. Rick writing up results possibly for an article in PNLA-Q
 - ii. **PNLA 2019**
 1. Hotel locations toured, proposals reviewed
 - a. Davenport Hotel: Nice, but the price point is too high.
 - b. Red Lion: Better networking space for members, nice downtown location, on Centennial Trail, near attractions.
 - i. Rick Idea- ought we to find out if we can negotiate a relationship with Red Lion, since we are booking multiple events with Red Lion hotels
 2. Theme- Rick's initial idea is something like *Read, Learn, Discover*
 3. **Board Action to Approve Spokane Red Lion as location:** Jenny moves, Jeannie seconds, all in favor.
 - iii. **American Indian Library Association**
 - a. Interesting listserv- value for resource sharing
 - b. Idea: Seeding memberships for our members—maybe 5
 - c. Rick is meeting 11/20 with Vanessa Anthony-Stevens (a member of their leadership) to guide our approach
 - iv. **ALA Chapter Relations:**

1. We are listed by ALA as a regional organization. Rick is looking into understanding our relationship with ALA—meeting with chapter relations rep at ALA Midwinter.
2. Brian is working on getting our info updated on their website.
3. Heidi: ALA used to be one of our vendors at our conferences. But not for the last few years. Jenny will look into getting them at Kalispell.
- v. **Wild Apricot:** Brian, Jay and Jenny had a virtual meeting with them about next steps.
- vi. **ILA and WLA:** Jenny went in Rick's place.
 1. Jay had a discount code for members: \$10 off. Nobody took the code for Idaho. ~3 people took it for WLA conference.
- vii. **Program Proposal to member conferences:** Rick submitted a proposal for presentation at AKLA, Montana Library Assn, Oregon Library Assn, ABLA, BCLA: Pathways to Leadership.
- viii. **OLA:** We got an official response from Oregon Library Association. OLA has moved on. They're doing their own leadership institute. They have their own reader's choice awards. Their board felt that there was a lot of duplication of effort and stretching of their limited resources. We haven't drafted any official response of their own. Rick recommends we not have OR members on board, but still include them. (Rick met in person with current/incoming/past presidents at last OLA conference.)
 1. Jenny: Don't think that we can claim them if we don't have representation for them.
 2. Rick: Geography primary association, governance secondary association. This will be part of our conversation about tiers of membership.
 3. Jocie We still have attempts to submit nomination and votes for YRCA. We have shut the door on OR for participation in YRCA. There is room for both YRCA and local programs. Jenny: Let's don't shut doors
 4. Rick: Let's focus on the members, not the organization. Useful to keep our doors open.
 5. Carmen: Recruit PNLA LEADS participants from OR to speak on our behalf.
 6. Board agreement to continue to work with OR to repair relationship
- ix. **PNLA-Q:** Working on Presidents column
- x. **President's travel budget:** Submitted to Lisa: Recommended \$4500 for his travel budget. Table, swag, registration.
 1. Jocie asked: Do you get any benefit from presenting for registration? Answer: Usually conference registration. Jocie asked: Could any lodging be reimbursed. Rick—would be a drain on the organization.
 2. **Board Action to Approve President's travel budget** in the amount of \$4500: Ree moves, Lisa seconds, Rick abstains, all other in favor.
- xi. **BCLA:** Rick and Jenny going to speak with Annette in BC.
 1. MOU- Investigating creating one as a way to reconnect with BCLA. Discuss MOU strategy with Annette. Will update us at Dumas Bay.
- xii. **PNLA Discussions:**
 1. Internal PNLA meeting results: Ask Brianna Hoffman, past WLA president and Melody Sky Eisler to form strategic planning team to look at:
 - a. Leadership programs in general
 - b. PNW leadership needs
 - c. What to move forward with.

2. External PNLA meeting results:
 - a. All are enthusiastic about LEADS- seen as important to continue.
3. Next steps: Rick is having an organizing meeting with Brianna and Melody after this meeting

b. **First Vice-President Report:** Jenny Grenfell

i. **Conference Attendance:**

1. Attended ILA
2. Attended WLA.
 - a. Joint presentation with WA- panel discussion about relationship between PNLA and WLA. Lightly attended, but attendees were very engaged.

ii. **Swag:**

1. Problem with Staples, switched to *For Imprint*. Was impressed with service and turn-around.
2. MT, WA swag taken care of, other orders to come.
 - a. Wants to streamline into an annual activity, standardized process
 - b. Wants to have budget line item for Swag in annual budget.
 - c. **Action item- Reps: think about how much you need for the whole year.** Will probably take us a couple of cycles to get it down so it's just one annual process.

iii. **LEADS:**

- a. Helped with LEADS 2017
- b. Participated in recent discussions about LEADS moving forward.

iv. **Conference:** August 2018 in Kalispell

1. Made save the date cards
2. Updated website to add conference cost on website- costs, location
3. Call for proposals and speakers coming next week
4. Sponsors-Jeannie: Would be helpful if there was be a tool for sponsorship, to make it easier for state agencies to support. Can't just donate. Suggest sponsorship: State Library Assn, etc, include logo in materials, etc. Has to be a *thing* that they're purchasing.

v. **PNLA-Q Article:** Wrote one demystifying what it means to volunteer to be president. Her experience, benefits.

1. **Action Item: When we all are recruiting nominations, include link to Jenny's article.**

vi. **Election 2018:** Needs nominations for VP by Dumas Bay.

1. Action item: Rick tasks all of the board to bring the name of at least one person to nominate for VP, to Dumas Bay.

c. **Second Vice-President Report:** Jay Peters

i. **Membership:**

1. Increased by 5
2. We have 755 basic contacts, no change
3. WA is majority of members.
4. More OR than BC, roughly the same.
5. Rick: We had 180 attendees at conference, which is almost the same as our number of individual members. However, not all attendees were members. Therefore, we need to make it easier to register for membership with conference registration

- ii. **Wild Apricot:** Timeline for transfer January 2018.
 - 1. Moneris as payment platform
 - 2. Web hosted by Network Solutions. Jay getting in touch with them to transfer over
 - 3. Transferring to new platform: Cancel with Memberclicks well in advance, or drop them at the last minute?
 - 4. Rick: Want to make sure that we have all the reports and stats before we cut off. Revenue/advertising- how many clicks are we seeing?
 - a. Brian—each page is trackable
 - i. Rick—want to be able to compare how the data is captured
 - ii. Brian, but pages were keeping incorrectly track of how many pages were being clicked on.
 - iii. Lisa—will need to download all financial pieces from Moolah and get historical data before we shut it off. Some of those accounts have old contact info and old signers. It's possible that Moolah will need a signature changeover before we can do anything with the account.
 - iv. Jocie: YRCA pages—will make sure that she has everything backed up and will email Jay Brian Rick when she has it done. New page does not have to stay same layout as the old page.
 - v. Rick: Cutoff closer to the live date for the transfer.
 - vi. Jay—16th of January is the day that we pay? Lisa checking and will let him know.
- iii. **Post-transition:**
 - 1. Rick: Spreadsheet, new members—should he send out a welcome email from the President with info about whatever they indicated an interest in. Rick will send out emails with cc to committee chair of their interest area.
 - i. Jay: Rick's personalized email can be done automatically.
 - 2. Jay will send monthly batch of new members and indicated interest areas, monthly to Sam, Rick, Jocie, Jenny, LEADS chair
 - 3. Lisa: We need to respond more frequently to people who have indicated an interest in being active in an area. It is frustrating to indicate an interest and not hear or hear 3 months later or more.
 - 4. Rick: Outreach is what we need to be thinking about.
- d. **Secretary:** Sheree West
 - i. **PNLA-** Participated in internal meeting— Tap into graduates to share workload
 - ii. **Document sharing:** more to come with new website.
 - 1. Problems with generic google accounts: fishing scams
 - 2. Will be looking into using Google Forms for standardized report submission.
- e. **Treasurer:** Lisa Fraser
 - i. **PNLA Banking:**
 - 1. PNLA had several bank accounts- LEADS, CD
 - 2. Crystal consolidated them into single account
 - 3. 3-4 months Quicken wasn't entered before Lisa began
 - 4. Looking at more secure methods for submitting check reimbursement requests: Had a fishing scam someone pretending to Rick. Would be good

to have some safeguards in place. Lisa has been concerned about how loose some of the financial handling has been. Logistics makes things difficult: Can't have two signers on account. She is looking in to new safeguards.

ii. Treasurer Handbook:

1. Crystal started treasurer handbook, Lisa is continuing
2. Looking at ways to make sure Treasurer transition is a smoother one.

iii. Recordkeeping:

1. Still working on conference reports making sure everything entered with Quicken
2. Had good conversation with PNLA accountant, how we can do a better job of bookkeeping to make taxes, recordkeeping better.
3. Taxes are filed, everything good.
4. **Action item: For whatever your role is, let Lisa know what kind of financial information would be helpful to have.** What kinds of questions would you like the financials to answer for you? She would like to set up Quicken to automatically run reports.
5. Rick: Our fiscal cycle doesn't match up with our spending cycle. We may need to figure this out
6. Rick: Is there another software that will help us be more transparent/efficient other than quicken?
7. Rick: Is there a way to compensate treasurer position, because it requires expert knowledge?

iv. Budget preliminaries:

1. Has been talking with Rick and Jenny about typical expenses and income. Membership, Swag, kinds of members board, travel expenses, how moving to Wild Apricot will change our payment structure because we have been paying quite a bit in monthly fees.
2. **Action item: If you are eligible for travel reimbursement in the next year, please give Lisa an estimate for your travel expenses, including Dumas bay! Get them to Lisa by January 15th.**

6. State and Provincial Representatives

a. Alaska: Beth Weigel

i. Conferences:

1. 2020 PNLA/AKLA combined conference: Have 1st right of refusal on Centennial Hall.
2. Anchorage- March 8-11, 2018
3. Juneau- February 28-March 2, 2019
4. Still discussing location for 2021

ii. Legislative priorities: Have hired a lobbyist. Document to come

1. Rick: would this be of interest to our membership? Could we share this with our membership? PNLA-Q or listserv. We could be doing more to let our membership know about what's happening with our profession, like American Indian Lib Assn does.

iii. Other:

1. Amendment of AKLA bylaws increased her travel budget from \$1500 to \$2000

- b. **Alberta:** Maureen Penn
 - i. **United Voice for Alberta Libraries Working Group**
 - 1. Each association involved has taken the opportunity to review their mandates and bylaws
 - a. Rick: might be a good time to approach them about MOU
 - ii. **LAA:**
 - 1. Board held media training session
 - iii. **Conference:**
 - 1. Alberta Library Conference- Jasper, April 26-29.
 - iv. **Other:**
 - 1. Symposium to be held by Public Libraries Services Branch + Alberta Library Trustees Association, February 23-24, 2018

- c. **British Columbia:**
 - i. No report.

- d. **Idaho:** Jeannie Standal
 - i. **Conference:**
 - 1. Annual state meeting in October was super successful: 210 people attended, highest number ever.
 - 2. Jenny attended, Jeannie was able to introduce her. Had vendor table. Gave away lots of save-the-date cards
 - 3. Jenny: Asked all state reps if PNLA can get discounted rate for a table at state organization conferences.
 - a. Jeannie- it depends on who's on the conference planning committee
 - 4. Next conference is in Moscow. Rick will probably attend.

- e. **Montana:** Carmen Clark
 - i. **State library:** budget situation is VERY DIRE.
 - 1. Rick: Opportunity for PNLA to show value. Opportunity for us to give some travel funds away in the state?
 - ii. **MLA:**
 - 1. Met Oct 16th, reviewed goals, bylaws, calendar, job descriptions
 - 2. January 20, 2018 is online board meeting
 - 3. Offline conference is February 2 & 3 in Great falls
 - 4. MLA Conference is April 11-14 in Bozeman
 - a. PNLA table at MLA is free!
 - iii. **Other:** Jenny- (BTW) Carmen got Shark Rodeo for Corks and Cans in Kalispell.

- f. **Washington:** Heidi Chittim
 - i. **Conferences:**
 - 1. Spokane 2019:
 - a. Toured hotels with Rick:
 - 2. WLA Conference:
 - a. PNLA Table was a success- Sticky notes were popular
 - i. Table would have been free, but we bought a table to be in a higher traffic area. Heidi and Jenny confirm the location was worth the expense.

- b. LEADS Panel Discussion drew a lot of interest & good discussion
- c. Had drawing for free membership: Rick will do the drawing and notify the winner. Contact info and interest areas indicated were forwarded to Jay.

ii. WLA Board Retreat:

- 1. Discussion on changing mission statement, logo. Still working on bylaws.
- 2. PNLA rep is currently a voting position on WLA board. They are talking about changing it to not being a voting member. (Want past president to be a voting member, as position is not currently.)
- 3. WLA is still very interested in co-sponsor something in 2019 conference in Spokane. They might sponsor pre-conference, corks and cans, whatever. We should contact them when we have ideas about how they could help.

iii. Stepping Down:

- 1. This is Heidi's last meeting. Chose not to run again. New rep: from Seattle Public Library, will join us in Dumas Bay. WLA changed when fiscal year is in bylaws. Now January 1st through December 31st. That's when her term ends.
 - a. Rick: when we are discussing changing our fiscal year, we ought to take a look at aligning with other organizations

7. Committee Reports

a. Conference Committee: Jenny Grenfell

i. 2017 Post Falls Conference

- 1. Jenny: Very successful. Gwendolyn did a great job. Made a profit. Not sure how much yet.

ii. 2018 Kalispell Conference: Report was made with Jenny's 1st VP report.

- 1. **Action Item for all: Do promote however you can. Listservs, etc**

b. Leadership Institute

- i. **2017 Session:** Very successful. Last session with Schrieber-Shannon.
- ii. **Moving Forward:** Tasking Melody and Brianna: What are our intentions and outcomes for leads going forward
- iii. **Fort Worden dispute:** Has been resolved.

c. PNLA-Q: Samantha Schmehl Hines

i. Current Issues:

- 1. Latest issue is out
- 2. Conference issue done by Late Jan- early Feb.

ii. New: Paper Contest

- 1. Jenny: How will this work at Kalispell conference?
 - a. Sam: Competitive process. Papers received are judged by a panel. Top three selected to give a presentation at the conference. Judged, either notified after five minute break, or later during the awards banquet.
 - i. Rick: Let's move forward, he's happy to judge. Recruit vendor support for cash prize. Sam will have a proposal for us at Dumas Bay, after feeling out vendors for their support.
 - ii. Value: Pipeline for conference, PNLA-Q, professional development opportunity for members. Many wins.
 - 1. Lisa: Writing for PNLA-Q was something she promoted when at PNLA table for WLA

- iii. **New: Member Profile feature**
 - 1. Idea-Rick: PNLA-Q- Idea member profile or library profile, or LEADS stories.
- d. **Webmaster:** Brian Hulsey
 - i. **PNLA Jobs Page:** Regular job board updates 1x week.
 - ii. **PNLA-Q Page:** With Samantha—currently adding new issue
 - iii. **Conference Page:** Adding details as they become available
 - iv. **Board Activity Page:** Added MOP.
 - 1. Will go through and add all officer reports to web page.
 - v. **Transition from MemberClicks to Wild Apricot.**
 - 1. Looking to make it more user friendly. Beginning process of reaching out to all stakeholders: What docs do you need displayed, what institutional knowledge do you need saved.
 - 2. Live by January. Fun way to market: new year, new you, new us.
 - 3. He will be emailing us with login info asking for feedback. Format, layout, transitioning ancillary services (working with Lisa and Jay)
 - vi. **Creating webmaster handbook**
 - vii. **Google Forms:** As a way to standardized way to submit board reports
 - 1. Rick: have experienced problems with google forms when submitting reports for ILA.
 - 2. Brian: has been working really well for WLA.
 - a. Rick: Work with Ree on this.
- e. **YRCA:** Jocie Wilson
 - i. **2019:** Collecting nominees.
 - ii. **Working with Edmonton Public Library:**
 - 1. Has been working with Edmonton Public Library to promote YRCA-presented at EPL planning day.
 - 2. Call with EPL has been rescheduled. Maybe setting different timelines for promoting to all the schools. Looking to push their promotion back to January. Could there be flexibility in extending voting timelines—earlier, deadlines for nominating extended later? Will provide an email update to the board after the call.
 - 3. EPL submits about half of all of the YRCA votes each year. AB 1st, WA 2nd
In WA all of the votes come from schools, not public libraries. In AB most of the votes are coming
 - iii. **Oregon:**
 - 1. New cycle is beginning. Could we open to OR? Eg, If you or your institution joins, you can vote in YRCA. Need this vote ASAP. Voting will start to accept in January.
 - iv. **Promotion:**
 - 1. Jocie- sending graphics to Brian for social media, and links for new website.
 - 2. Promoted YRCA at many regional library meetings.
 - v. **YRCA Team:**
 - 1. Welcoming Amelia Jenkins from Alaska to the YRCA team.
 - 2. Succession planning: No update to report. Noreen Mah declined. Once short-listing of nominees is done in January will work on this more.
 - vi. **LEADS:**
 - 1. Attended Internal meeting on LEADS. Important for LEADS to remain a unique product. We need to ask Melody and Brianna to be sure to

consider facilitators from Canada. The international aspect is an important feature of our uniqueness. Jocie will pass along a list of recommended facilitators to consider.

2. Rick: Consider avenues for leadership growth for LEADS graduates?

8. Meeting Adjourned at 12:02 pm

Next Meeting:

- Dumas Bay Board Retreat – February 2-4, 2018 – Dumas Bay Retreat Center, Federal Way, Washington ---> Let Jenny know if you need an airport pickup.

Tabled for Dumas Bay

1. Perception of PNLA: OLA Leadership doesn't see value, though the membership is interested, and this is an issue across the region.
 - a. Rural libraries present an opportunity to fill a niche
 - b. Brian had ideas for putting ourselves out there.
 - c. Jenny- video possibilities. Investigate Zoom
2. Advisability of a membership push? Rick suggested a nonmember deal of 2 years for the cost of 1, or similar. Mary Jo suggested possible joint memberships with other associations.
3. Nominating committee – This is an expectation for all Board members. Names are to be given to Jenny by Dumas Bay, so she can put together a slate of nominees by the election.
4. LAA has drawn up a Code of Conduct for conferences. Does PNLA have such a document, and if not, ought one to be drawn up?
5. Discussion of WLA/PNLA relationship. Joint memberships. Be able to address "what's in it for us?" from WLA.
6. Social Media: Policy update needed, now that Brian has had a chance to review the last one approved at Dumas Bay 2017
7. Social Media presence ideas.
8. YRCA succession plan update.
9. Accounting Audit Task Force
10. Best Papers update
11. Further LEADS discussion
12. Advisory discussion regarding mobile conference app
13. PNLA 2019 Location
14. IFLA – Rick would like the Board to consider a PNLA membership in the [International Federation of Library Associations](#) (IFLA). (Annual cost 585 Euros = approximately \$682 USD/874 CAD at exchange rate on 10/30/17)
15. AILA – Rick would like the Board to consider a PNLA membership in the [American Indian Library Association](#) (AILA). (Cost \$40 USD/~\$51 CAD, annually on July 1.)
 - a. Secondary idea: Commit seed money to help members to join.
 - b. PNLA-Funded continuing education grants for travel to conference
16. Memberships:
 - a. Associated Memberships: Rick will present a proposal for specific action.
 - b. Idea for codifying the agreement between PNLA and member organizations.
 - c. Reciprocal Memberships, joint memberships, or registration cost reductions for members of Member organizations.
 - d. Membership push: 2 for 1 or some other idea?