

PACIFIC NORTHWEST LIBRARY ASSOCIATION

PNLA Board Meeting

Vancouver, WA

August 5 – 7, 2015

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.

Present:

Honore Bray, President

Kelsey Keyes, Past President

Gwendolyn Haley, 1st Vice President

Jay Peters, 2nd Vice President

Candice Stenstrom, Secretary

Annie Alger, Treasurer

Linda Fredericksen, Webmaster

Jan Zauha, PNLA Quarterly, Editor

Leila Sterman, PNLA Quarterly, Editor

Mary Jo Joiner, AK Rep

Michael Burris, BC Rep

Jeannie Standal, ID Rep

Carmen Clark, MT Rep

Tim Mallory, WA Rep

Heidi Chittim, Conference Planner

Jocie Wilson, YRCA Rep

Jenny Grenfell, Incoming 1st VP

Absent:

Mary DeWalt, LEADS

Sarah Head, AB Rep

1. **Call to order: Wednesday, August 5, 2015, 8:00 a.m.** – Introductions.
2. **Additions/Deletions** – None.
3. **Approval of the Agenda:** Approved.
Gwendolyn Haley made a move to approve the agenda, Mary Jo Joiner seconded the motion.
4. **Minutes of the Last Meeting**
 - 4.1 Approval of the minutes – Approved.
Mary Jo Joiner made a motion to move the minutes. Jay Peters seconded the motion.
 - 4.2 Review of Action Items – See 8. – Unfinished Business
5. **Officers Reports**

WA Rep (Agenda Item 6.6) gave his report at this point in meeting.
Heidi Chittim is the incoming WA Rep and has gone to the first leadership meeting.
The board is restructuring and the WLA conference will be in April 2016.
WA Rep gave Leads Report (Agenda Item 7.3) in absence of Mary DeWalt at this time.
All selections have been made and invoices sent out. Everything is in good shape with regard to the next leadership institute.

 - 5.1 President – Report Submitted.
Attended four conferences, AL, BC, WA and MT. Got lots of questions about LEADS and YRCA (well-known programs). Many individuals shared frustrations that the YRCA information is not available early enough and ask if the winners can be announced on a certain date each year.

5.2 First Vice President – Report Submitted.

Discussed the need for a more formal orientation process for new members.

Should we keep up social media? There is a FB page, who administers? There is also PNLA group on Linked In. Michael thinks Christine Shepard may be FB administrator. Mary may also be administrator of FB.

ACTION: Jocie will contact Christine to find out.

Jocie suggested that having a hashtag for the conference is a low maintenance way of advertising PNLA.

5.3 Second Vice President – Report Submitted.

Jay spoke with his board to promote PNLA. Memberclicks has a new platform which he will report on at the November meeting. The renewal system is working well. Discussion reminder timeline ensued. Ninety days is fair for automatic renewals and one month is fair for check payors (which cannot be automated).

5.4 Past President – Report Submitted.

Kelsey discussed and passed around promo items which we will try and make last for two years. Reps can log into Staples to order more if needed.

5.5 Secretary – Report Submitted.

Promoted PNLA at BCLA conference and prepared nominations and ballot with Jay and Kelsey.

5.6 Treasurer – Report Submitted.

Report lists financials. An itemized list will be forthcoming. An orientation for the position would be highly beneficial. The group discussed challenges for a new treasurer and length of the position's term. A longer term would help with consistency. Jay was very helpful with MemberClicks logistics. Discuss Certificate of America - \$1500 at next meeting.

6. State and Provincial Representatives

6.1 Alaska – Report Submitted.

AkLA is in better financial shape than the previous year. Mary Jo is serving another 2 year term which began in August.

6.2 Alberta – Report Submitted.

Jocie reported in the absence of Sarah. Jocie promoted membership in PNLA to library program students and made contact with Program directors to promote membership in LAA and PNLA. Alberta Library Conference in Jasper was a great success.

6.3 British Columbia – Report Submitted.

Michael has been working with executive director of BCLA and trying to get PNLA back on their radar. There are a lot of LEADS applicants from BC but not so many members.

6.4 Idaho – Report Submitted.

The current focus is on school libraries and literacy efforts. ILA's next conference will be held in Boise at the end of September, 2015.

6.5 Montana – Report Submitted.

MLA had a successful conference in April in Bozeman. The next one will be held in April in Missoula. MT Rep would also like a more formal orientation for position.

ACTION item from Michael Burriss – Membership rates and exchange rates – see 9.4
Honore Bray discussed the importance of formally inviting association presidents to conferences. It was suggested that an introduction to PNLA from the president would be good for promotion as would having someone speak about LEADS.

6.6 Washington – Report Submitted - see 5.

7. Committee Reports

Jocie reported on the Calgary Conference at this point in the meeting – see 7.2

7.1 Washington Conference – Report Submitted.

Approximately 190 attendees and 31 vendors. Registration and meals included for vendors as an incentive. There is a new app for PNLA Conference, Whova, which provides each day's agenda and speaker information. Silent auction will be selling tickets instead of bid sheets starting Wednesday night and closing Friday at noon. Winners must be present to collect.

7.2 Calgary Conference – Report Submitted.

Calgary conference will be August 3 – 5, 2016. Jocie has brochures and save the date cards for the PNLA table. Jay will be helping with registration and MemberClicks.

There is a volunteer committee who will be creating a graphic in September for the conference. The goal is to gain \$5,000 in sponsorship and to have this early so that they can be included in the graphics for promotion throughout the year. There will be more information at the November meeting. A call for proposals will go out in October. Jocie would like to see a preconference meet up for past LEADS participants. She will send a list to the group in September. There is a new CEO at EPL – Pilar Martinez.

7.3 Leadership Institute – Report Submitted - see 5.0

7.4 Publications – see 7.5

7.5 Webmaster – Report submitted.

Linda posted new PNLA Q issue. It has had 4,000 hits since the last meeting. There was discussion about the conference pages.

ACTION: Linda will save a PDF of the program and send to PQ.

ACTION: Linda will post MOP on officer's page on intranet.

7.6 YRCA - Report Submitted.

Although not as successful a year this year due to a number of factors EPL will still be continuing their work and support for YRCA. Jocie would like to work on a new timeline that isn't as condensed as the current model. She would also like to spread promotion throughout the school year, announce next year's nominees by earlier, involve kids in the shortlisting process and expand voting to 6 weeks instead of 4 weeks.

7.7 PNLA Quarterly – Report Submitted.

Jan is pleased with content. Focus was on leadership. They would like to have more regional content. LEADS was profiled and Leila contributed a new technology based column. They would like to add contact information for presenters in program – will send to Webmaster. There were challenges with formatting and software and they would like to move to an open journal publishing platform. They would like to pilot this open source software (SFU based) and commit to running it for the foreseeable future. Many benefits including more complete back run, digitizing, and it is well picked up by google and google scholar. They are also working on a timeframe so that they can publish more frequently. They would like content from students and or new professionals.

ACTION: Jocie will promote at U of A in the fall and will get contact info for PQ editors.

A call for proposals for students will be created. Leila will compile a CVS from volunteers for peer reviews.

Discussion ensued about meeting commitments and contracts for PQ editors. Virtual attendance and physical attendance at the annual conference were discussed. It was suggested that an invoice be created for every issue and sent to the treasurer. Ideas around a new or noteworthy, best of, or author column were discussed.

8. Unfinished Business – see Action Items 9.4

9. New Business

9.1 2016 Calgary and 2017 Idaho Conferences

No action items, volunteer help welcome. Delta Bo Valley is a tentative hotel location in Calgary. Post Falls is potential location for 2017 conference. Gwen hasn't heard back yet. Tulalip and Coeur d'Alene are options.

9.2 More Formal Orientation Board Training

Gwen is happy to move forward with a checklist/orientation meeting.

Could include welcome email, duties (immediate and ongoing), compensation, and meeting information and commitments. Will be beneficial for current board members and reps to make a list of own duties and "need to know" information.

ACTION: Gwen will have a rough draft by the November virtual meeting. Will look at where this can be placed online – google docs?

9.3 Outcomes, Value & Impact: Metrics for Library Success

Discussion ensued about promoting: <http://www.metricsandlibraries.org>

Gwendolyn moved to endorse this program. Jay seconded the motion. All in favor.

9.4 Other – Action Items

9.4.1 - See 7.7

Moving to an open journal system - MSU Archives

Mary Jo made a motion to move. Kelsey seconded the motion. All in favor.

PQ editors to attend all three meetings, 2 virtual.

Gwendolyn moved to table the vote to the next meeting. Mary Jo seconded the Motion. All agreed.

A motion will be made in November regarding compensation and stipend toward travel for attending conference meeting. Annie will send out costs for Dumas Bay and have a number for the November meeting.

9.4.2 - There was discussion about the expectations of the Dumas Bay and the virtual meetings. Tim suggested that because it was an issue for Oregon to attend meetings, it would be beneficial to make them aware of the virtual meetings. Gwen asked if we can send an official invite from the PNLA Board to the OLA board. Heidi suggested sending the president of PNLA to the OLA conference to reach out to them. Gwen will be away at this time but will send an official letter. Tim could attend OLA.

9.4.3 Membership rates and exchange rates

Michael will ask Jason Openo the history of charging membership rates in Canadian dollars. Jay will ask if it can be manipulated on MemberClicks so that Canadians can be charged in Canadian dollars rather than US dollars as is the current practice.

9.4.4 – Transport to LEADS from Airport

Tim asked on behalf of Mary about asking permission to use allocated funds for shuttle. As it's already in the LEADS budget, it doesn't need board approval.

9.5.5 – The group discussed the agenda for the membership meeting

9.5.6 – The president's reception will be held at the Vancouver Regional Library, WA

Next Meeting

Virtual – Saturday, November 14, 2015 - Pacific Time

Meeting Adjourned – 12:00 p.m.

Respectfully submitted,

Candice Stenstrom, Secretary 2015