



2017 Post Falls Conference Board Meeting

August 2, 2017 – 8 am – 12 pm

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 Agenda

1. Call to Order:

- Meeting was called to order at 8:05 by President Jenny Grenfell.
- In attendance: Rick Stoddart (incoming President), Gwendolyn Haley, Jay Peters (2nd Vice-President), Lisa Fraser (Treasurer), Ree West (Secretary), Mary Jo Joiner, Beth Weigel, Maureen Penn, Carmen Clark, Jeannie Standal, Heidi Chittim
- Joining by Zoom: Brian Hulse, Jocie Wilson
- Absent: Annette DiFaveri, Candice Stenstrom

2. Additions / Deletions: none

3. Approval of the Agenda :

- Moved by Gwendolyn / seconded by Jeannie / approved

4. Minutes of the Last Meeting

- a. Approval of the minutes – moved by Jeannie/ seconded by Gwendolyn / approved
- b. Review of Action Items – no changes

5. Officers' Reports

a. President

- Attended AKLA (Ketchikan), BCLA (Vancouver), and LAA (Jasper).
- Worked with Candice to complete revisions to the Handbook.
- Assisted with mentor selection for LEADS
- Took on the role of conference registrar for Post Falls
- Worked on theme for PNLA 2018 in Kalispell
- In the absence of other candidates, agreed to run for VP/Pres Elect again

b. First Vice-President

- Attended OLA. Had a PNLA table at the conference, gave a breakout session presentation
- Met with the President and Past-President. Oregon conference, table / presentation
- Met w/ President, past president. The perception from that meeting is that we need to shore up how PNLA is perceived. The OLA leadership doesn't see the value, though the membership is interested
 - i. Brief conversation - Jenny, Gwendolyn, Brian – see this as an issue across the region. Brian had ideas for putting ourselves out there. Maureen – LAA is strong, rural libraries less represented (echoed Jenny). Jenny – Video possibilities? Topic was put on the list to discuss at Dumas Bay (or another future date).
ACTION
- IFLA – Rick would like the Board to consider a PNLA membership in the International Federation of Library Associations (IFLA). The American Indian Library

Association (AILA) was also discussed. It was decided to discuss this in November when we have a clearer picture of the budget.

- PNLA 2019 – will be in Washington State. Some discussion of the Tulalip, but the cost and its west-side location were deterrents. Spokane is now being looked at.
- ILA attendance - Rick is unable to attend this year – see 8a.

c. Second Vice-President

- PNLA currently has 174 individual members / 31 institution members
- Oregon 7% / BC 7% / 55 basic contacts (lapsed but in mailing database)
- New Platform – Wild Apricot - Brian has looked at it a bit, willing to help with transition. Transition will start immediately after this conference so as to be ready for use with the 2018 conference and membership renewals.
- Jay questioned how the Board wanted information from the Membership Renewal Form to be disseminated. It was requested that he put the information in batches: PNLA-Q to Samantha, YRCA to Jocie, volunteers / board interest to the current President and 1st Vice-President.
- Brief conversation - advisability of a membership push? Rick suggested a nonmember deal of two years for the cost of one or something similar. Mary Jo suggested possible joint memberships with other associations. The general consensus is that the idea is worth pursuing. The topic has been placed on the “Dumas Bay” list. ACTION

d. Past President

- Nominating committee – reached out to EVERYBODY possibly connected and interested... crickets.... Possible effect from the generation shift happening in the profession. All Board members have a responsibility to find and nominate people for Board positions.
 - Rick said that this is an expectation for Board members. Names should be given to the Past President (Jenny) by Dumas Bay so she can put together a slate of nominees by the election.

e. Secretary

- Finished updating the Handbook

f. Treasurer

- Checks have been deposited
- Signatures are needed to get the new folks on the account (Rick and Lisa)

6. State and Provincial Representatives

a. Alaska

- AKLA – joint 2020 conference with PNLA in Juneau
- LEADS – see 7c
- AKLA 2018 – Anchorage, March 11

b. Alberta

- Town Hall meeting at the Jasper Conference – brought the various associations together and started dialogue in re-organization of the Library Association of Alberta (LAA)
- Deb Cryderman is the new LAA President.
- LAA has drawn up a Code of Conduct for the conferences, and the question was brought up if PNLA has such a document. The issue was put on the “Dumas Bay” list for further exploration. ACTION
- Next year’s conference: April 26-29 in Jasper. The theme is “We Stand Up”
- Government in Alberta is currently providing funding opportunities for libraries

c. British Columbia

- There was no report and no representation from BCLA. Jenny reported on her discussion with Executive Director Annette DiFaveri (who took on the position of PNLA rep as well). Concern has been expressed over the lack of BC engagement. Jenny and Rick will work on this further. ACTION

d. Idaho

- ILA Boise end of first week October – PNLA table, the PNLA President has been invited (see 8a)
- Children’s choice – someone wanted to start a similar program. Jeannie told him about YRCA, hopes he will shift
- Getting library language into consolidated plan for federal government. School libraries were mentioned specifically.

e. Montana

- State big shortfall unexpected – impacting libraries
- MLA will be in Bozeman, April 11-14
- Brief conversation – There are multiple leadership conferences in our region (Idaho, Montana, Alberta). We need to foster the view that we are working together, not in competition.

f. Washington

- WLA has undergone a huge structural change this year, combining all state library-related organizations under one umbrella
- As a result of the re-organization, Heidi’s term expires end of December
- The WLA Board authorized \$1000 to LEADS
- WLA is in Tacoma Nov 1-4 “Libraries through the Looking Glass” – PNLA (Jenny and Heidi) doing a joint session WLA. Jenny will attend in Rick’s place this year.
- Brianna Hoffman, President of WLA
 - Changed term dates so election year matches with fiscal year
 - WLA Board decided against joint conference because already in agreement with Oregon for April 2019 in Vancouver, WA. (question – does PNLA want to present a session?) They felt they couldn’t handle two in same year. They are happy to help. Maybe sponsor an event.
 - WLA has four divisions – Public, Academic, School, Special
 - Discussion of WLA / PNLA relationship – stretched budgets and schedules. Joint membership is a good idea. “What’s in it for us?” LEADS is a valuable

opportunity. *Note: the idea of joint memberships was put on the “Dumas Bay” list. ACTION*

- WLA hired a Management Company. The company’s first job was to fix the organizational structure. That has been this year’s process.

7. Committee Reports

a. Post Falls Conference

- when the dust settles ... it is anticipated we will make a small profit.
- There are 180 attendees.
- Mary Jo suggested extending the registration deadline to the first week of July to fit more easily with the fiscal year of the member organizations. Jenny will look at the feasibility of this for next year. ACTION

b. 2018 Conference

- August 1-3, 2018 in Kalispell, Montana
- Theme: Breaking the Fourth Wall
- A suggestion to explore: member of state gets member rate at conference and/or reciprocal agreements with organizations for registration. ACTION
- Corks & Cans - Shark Rodeo has agreed to play (they were the band in Helena)
- Hoping to have some crafts people in exhibits
- ImagineIF Libraries excited to participate
- Idea to pursue: Offer meeting space for home state org groups
- Jenny will send out the Save the Date by end of August

c. LEADS

- Ongoing issue: Funding and ongoing survival of the program
- A point to emphasize – participants don’t have to have the MLIS for this leadership conference, as opposed to some of the others.
- LEADS is one of the primary identity points for PNLA
- This year:
 - 32 participants –
 - Still coordinating travel – bus transportation, arrivals/departures, etc
 - PNLA will cover about \$2200 of costs.
 - Tim Mallory – has really stepped up and helped with the process. Mary Jo suggested a stipend – **Motion: Pay Tim Mallory a stipend \$500 for LEADS involvement to be paid in October from the Gofundme contributions. (Mary Jo moved/ Beth seconded / approved)**

d. PNLA-Q

- Fall issue is underway

e. Webmaster

- Brian has been making clean-up changes to webpage.
- The joblist is booming. The process has been changed. It is now a Google form that is standardized. It gives them a receipt so they know it’s been submitted
- Updating pages and boards – send Brian correct contact information
- Will update pNLA-Q when new issue comes out
- Has linked text to corresponding pages
- Working with MaryJo to update LEADS contact

- Tracked down elist information – got administrative access and relieved the unrelated person who has been babysitting the list for three years!
- June 28-July 25 – reached 3,700, which is a 95% increase from last year!!
- Created job description for the Webmaster position, leaving some things vague to account for Wild Apricot switch.
- Upcoming :
 - add section for Handbook
 - YRCA updates
 - any Wild Apricot stuff
 - Social Media – update policy? Jenny will send Brian policy approved at Dumas Bay.
 - Increase social media presence... LinkedIn??
 - Add a Member highlights section ... it will give a personal element to the organization. Brian will work up questions for this. He will start with Board members to see how it works.
 - LEADS - will have a checkbox for participants to agree to have name published and photo release..
 - Brian will want a team to help with Wild Apricot transition – people can help out with transitioning the section related to their area of responsibility
 - ***Beth asked if the Board could allocate money to be used to boost posts. It was moved (Beth / Rick) that we allocated \$120 for Brian to use for promotional purposes. The motion was approved.***
 - Discussion of PNLA Leadership group – Facebook page? Twitter? Etc. @PNLA.org.....
 - Question of how many statistics the Board wants. Brian will include website stats in future reports. Rick pointed out it is good to get stats before Wild Apricot so we can track difference.

f. YRCA –

- Jocie needs help finding new reps for Washington and Alaska. Snag people and try to find someone who is involved and would be interested. Desperate for folks to help with the worker bee stuff. Mary Jo and Beth had a name for Jocie. Gwendolyn will have the announcement included in Kevin Emerson's introduction at the YRCA Breakfast.
- Website – has been updating document on website. Will share how people are participating. Will talk with Brian on redesigning webpage and updating information. All done, just needs design. Jocie can help migrate the YRCA stuff to Wild Apricot.
- The program saw an increase in votes last year, Alaska decreased – new rep should help. AB and BC rose again this year. Biggest challenge is keeping up with communications - lack of Washington and Alaska rep is key.
- This will be Jocie's last year as YRCA Chair – willing to stay on as Alberta rep. Jocie will ask Noreen Mah from BC and will train her through the year. Jocie will have a plan and confirmation by November's meeting. Will update at Dumas Bay. Hopefully Noreen will attend next year as YRCA Chair. Jocie would like to see reps take on stronger roles also to keep building momentum. ACTION
- Will send updated Handbook section to Jenny. ACTION

8. Unfinished Business

- a. ILA – Oct. 4-6, 2017, Boise, Idaho – official attendance – Jenny will attend as the official PNLA presence.
 - i. Future Discussion: Continuing education grant....Travel Grants ACTION
- b. Membership Platform: \$1500 has been allocated for the switchover – Jay will talk with Brian.
- c. Approval of Handbook
 - i. Accounting Audit Task Force – need to carry out or drop from Handbook. Not legally necessary, however best practice? Done at Dumas Bay? Tabled until new treasurer has a chance to get situated. ACTION
 - ii. YRCA section needs updating (see 7f).
- d. Joint conferences see 7f for Washington and 6a for Alaska.
- e. The Swag order has not been submitted. Lisa will send the budget to Jenny by the end of August, and Jenny will propose an amount to the Board at that time. The order will be submitted by September so Alberta, Idaho and Washington can get their stuff before their conferences.
 - i. Jenny suggested that it might be more manageable to have this as an annual line item in the budget. After a couple years each state/province would be better able to predict their needs and plan for special uses. Jenny will manage this ordering process – annual order to coincide with annual conference.
 - ii. Brief conversation – free membership can be given at each conference / interest slips – should we make a template form letter to send telling them how to sign up?

9. New Business

- a. Idea: hold a “Best Papers” contest at the annual conference? (see PNLA-Q Editor report – Rick also suggested) Have a contest where papers submitted and judged by a panel of judges. Papers can be presented at conference as a session and can be published in Quarterly. Might be an idea to target library schools. Samantha will come up with solid proposal (with Rick) to present at Dumas Bay with the idea to implement at conference in August. Additionally, Rick suggested getting content from other journals (e.g. Idaho). ACTION
- b. Associated Memberships: The rationale for these is that we have strengths and identities – if we participate in organizations that target our folks, it shows our commitment and interest in working with populations and organizations. There was general assent regarding the principle. Rick will present a proposal for specific action in November when the budget situation is clearer. ACTION
 - i. International Federation of Library Associations – proposal for PNLA to join (Rick) – institutional membership \$655/year would give PNLA voting rights, and our members can join at a reduced rate. PNLA would want to have an IFLA representative added to the Board.
 - ii. American Indian Library Association – proposal for PNLA to join - \$40/year – an idea would be to commit seed money to help folks around the region join.
 - iii. AVISTA grant possibility (Rick)
 - iv. The Association of Small and Rural Libraries (\$150/year - reduced member rates for one member to attend conference).

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- c. Board report format (Heidi) – This suggestion for a change in the Board reporting format was tabled until November.
- d. PNLA Joblist – discussion of ideas for growth and promotion (Rick) - tabled until November (or Dumas Bay) when Brian can be present.
- e. LEADS – this needs to be a major discussion, specifically:
 - Leadership – Mary Jo will not continue in this capacity – a new team needs to be identified
 - Funding – the institute needs to be sustainable
 - Mary Jo needs to be part of the discussion. Tabled until November or Dumas Bay.**ACTION**
- f. Advisory discussion regarding mobile conference app (WHOVA or otherwise-). Question was related – could the efficacy of this be size related? It was determined that this isn't a big priority, but worthy of exploration. Rick will explore it with an eye towards Washington in 2019.
- g. PNLA 2019 location? (Rick) – Subsequent to this meeting there was an email discussion of the viability of Tulalip and the eastside/ westside issue. It was decided to pursue a location in Spokane.
- h. Official PNLA attendance at local conferences – President or other? – a discussion ensued regarding the importance (or not) of an Executive Board member attending member conferences as an “official” presence. No real impetus for change... current practice will be maintained for now.
- i. Donation of PNLA membership to LiLAC (Idaho's library leadership advisory committee) for a yearly leadership recognition drawing (Rick) – donate one PNLA membership to LILAC group – Jeannie moved/ Maureen seconded / approved.
- j. Jenny requested approval of lodging reimbursement (2 nights – about \$220) for 2018 conference planning. Consensus that no vote necessary.
- k. Social Media presence ideas (Brian) – This will be discussed at Dumas Bay, when there is time for a more involved look at the ideas.
- l. Requested feedback on Webmaster work to date – the Board thanked Brian for all his work on our Social Media presences, and think he is doing a wonderful job!!

Next Meetings:

- Virtual Meeting – November 2017 – this has since been set for November 18, 8-12 a.m.
- Dumas Bay Board Retreat – February 2-4, 2018 – Dumas Bay Retreat Center, Federal Way, Washington
- Annual Conference Board Meeting – August 1, 2018 – Kalispell, Montana