



## PNLA Board Meeting

November 12-14, 2010

Dumas Bay Centre

Federal Way, WA

*The Minutes*

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:

Michael Burris, President  
Mary Lou Mires, MT Rep.  
Helen Hill, AK Rep.  
Heidi Chittim, 1<sup>st</sup> VP  
Samantha Hines, Past President  
& PNLA Leads

Darlene Hert, Secretary  
Katie Cargill, Treasurer  
Liesl Seborg, ID Rep.  
Sue Anderson, WA Rep.

### Absent:

Jason Openo, 2<sup>nd</sup> VP  
Christine Sheppard, AB Rep.  
Adrienne Wass, BC Rep.  
Barbra Meisenheimer, YRCA

### Friday, November 12, 2010

6:45pm-9:00pm

1. **Call to order:** Friday, November 12, 2010, 6:45 p.m.
2. **Agenda**
  - 2.1 Additions/Deletions: None
  - 2.2 Approval of the Agenda: Approved.
3. **Minutes of the Last Meeting**
  - 3.1 Approval of Minutes: Approved.
  - 3.2 Review of Action Items

**ACTION:** Jason will provide data about memberships/renewals at the November Board meeting and make recommendations regarding dues structure changes at that time.  
Addressed in 8.2

**ACTION:** Sam will rewrite the Membership page to include a "Chapter Members" section and send to board for review by end of February.  
Addressed in 7.1

#### 4. **Officer Reports**

4.1 President. Report submitted.

2010 PNLA/WLA joint conference at Victoria, B.C. – Attendance 310.  
The conference experienced a loss-PNLA's share of the loss amounts to \$10,000. Food & beverages, equipment, lack of sponsorships and exhibits and a poor economy contributed to the shortfall.

LEADS – Michael got a lot of positive vibes from attending LEADS and feels PNLA gets name brand recognition from the institute.  
Michael has made a positive connection with a potential major sponsor for LEADS.

4.2 First Vice President. Report submitted.

Proposed 2011 PNLA Conference Theme - "Navigating the River of Change"  
Proposed Conference logo was shared with the group  
Draft budget for conference was presented with Board members making suggestions for revisions

- Doubletree Hotel contract for conference has been revised to eliminate Saturday and release half of Tuesday night room block.
- The Keynote Speaker will be: J.A. Jance at a cost of \$3,000-her publisher is paying her travel expenses. Auntie's bookstore will be assisting with her books and signing after her keynote address.
- After Dinner entertainment is being negotiated.
- Working on the conference website-should be in place @Nov. 15.
- Goal is to select programs by end of February.
- Sue is working on sponsorships/donations.
- 1<sup>st</sup> Eluminate meeting in December/will be part of the proposal.
- A Corks & Cans event will be included.
- Art Museum is having DaVinci exhibit during the conference – trying to set up a tour/along with the Campbell House.

Heidi represented PNLA at the ILA conference and had opportunities to talk with lots of attendees and promote PNLA.

4.3 Second Vice President. Report submitted.

4.4 Secretary. Minutes posted.

4.5 Treasurer. Report submitted.

Katie has filed the taxes

Review of net worth (\$34,950.17 as of 11/10/10) with currently \$5,600 in checking

YRCA income is down

PNLA owes WLA \$10,000 for 2010 conference shortfall

Katie reported we have a \$13,000 CD – matures in December 2010

**Motion: Sue made a motion that we cash in the \$13,000 CD--Pay \$10,000 to WLA and add \$3,000 to the checking account. Liesl seconded the motion. Motion approved.**

Katie reported that PNLA will not be able to give \$500 to the state/provincial associations for individual conferences this year

4.6 Past President. Report submitted.

**5. State and Provincial Representatives Reports**

5.1 Alaska. Report submitted.

Membership numbers are slightly up: 425

State Library applied for and received a BTOP grant to create a broadband network of public computer centers

State Library – Voters approved \$20 million budget for new Library/Archives/Museum building in Juneau

5.2 Alberta. Report not submitted.

5.3 British Columbia. Report not submitted.

5.4 Idaho. Report submitted.

Membership is: 316

Annual conference held October 6-8<sup>th</sup>-Post Falls, ID appears to have gone well.

New ILA President is Ben Hunter from University of Idaho.

5.5 Montana. Report submitted.

MLA has added two new Awards: Outstanding Support Staff of the Year and School Library Program of the Year

Current membership: 832

Joint conference with MPLA will be in Billings-April 6-9, 2011

5.6 Washington. Report submitted.

Joint conference with OLA in 2013 in Vancouver, WA—Vancouver Hilton

**Saturday, November 13, 2010-, 9:00-2:30 p.m.**

**6. Committee Reports**

6.1 British Columbia Conference – Held in Victoria. Aug. 11-14, 2010

6.2 Washington Conference – 2011. Spokane, August 3-5, 2011 at the DoubleTree.

**Motion:** Heidi made a motion to accept the revised 2011 conference budget, Sam seconded the motion. Motion approved.

**Motion:** Heidi made a motion for an acceptance of the 2011 conference theme and logo -“Navigating the River of Change”, Sue seconded the motion. Motion approved.

6.3 Alaska Conference – August 1-4, 2012. Anchorage.

Helen won't be the AK rep during this conference but she will communicate with her successor.

6.4 Leadership Institute. Report submitted.

Budget report for LEADS was reviewed.

Fundraising ideas for LEADS were discussed.

**ACTION: Michael will send a solicitation letter to LEADS mentors asking for support.**

**ACTION: Katie will talk to Jason about whether donations for LEADS has been calculated correctly in MemberClicks.**

**ACTION: Sam will send out donation letters to people who have donated to LEADS by December 31, 2010.**

**MENTORSHIP:**

Discussion was held about the importance of mentoring LEADS graduates. Suggested promoting LEADS through YouTube videos, possibly recording little snippets of actual conference with John & Becky, inviting LEADS graduates to President's reception at conferences, and State/Provincial Reps could arrange a reunion at local conferences for graduates.

**ACTION: Sam will provide the most recent LEADS graduate emails to the state reps.**

**ACTION: Sam will conduct a survey of past LEADS graduates by the end of December and report at the Board meeting in February 2011.**

**ACTION: Michael will nominate Mary DeWalt and Jan Zauha for Honorary Lifetime Memberships for their contributions to LEADS.**

6.5 Publications. In the future, the PNLA Quarterly will be peer-reviewed but the Winter 2011 issue will contain both peer-reviewed and non-peer-reviewed articles. It was noted that it will be important for the PNLA Quarterly to contain a list of people who are reviewing the articles.

**ACTION: Michael will lead a discussion at the November board meeting about making the most recent issue of PNLA Quarterly available to members-only.**

**MOTION: Liesl made a motion that effective with the Winter 2011 issue of the PNLA Quarterly there will be a one issue embargo for non-members. Sue seconded the motion. Motion approved.**

**ACTION: Michael will set up the PNLA Quarterly embargo with Jason on MemberClicks.**

**ACTION: Michael will send out an announcement to the membership about the PNLA Quarterly changes.**

6.6 Webmaster.

Report submitted.

Board discussed changes needed to the webpage.

**ACTION: Michael will talk to Linda about adding a Membership link on the PNLA homepage, adding a downloadable logo to the homepage, including the membership levels, adding a program proposal form to the officer's page and updating the conference page to remove outdated reports.**

**ACTION: Katie will send expense voucher form to Linda to add to the website.**

6.7 YRCA. Discussion of YRCA DVDs, which has become more difficult to produce and which fewer people purchase each year.

**ACTION: Barbra will examine whether a YRCA DVD can be produced this fall.**

Barbra submitted a report recommending we stop producing the YRCA dvd.

**MOTION: Mary Lou made a motion for YRCA to stop producing the DVD, effective 2010. The motion was seconded and approved.**

**ACTION: Barbra will explore other medal options for YRCA medals; and will discuss with NW Booksellers Association possibilities for sponsorship.**

Barbra's report stated she is still working on medal options. Liesl will assist Barbra.

## 7. **Unfinished Business**

7.1 Manual of Procedures (MOP) Edits: (Samantha)

**ACTION: Sam will lead a discussion at the November board meeting regarding updates to the Manual of Operations.**

Updates to MOP were reviewed at the November 2010 meeting.

**ACTION: Sam will work on edits discussed and send out draft with changes by the end of December 2010.**

**ACTION: Sam will talk to Jason about publishing the Member List on Memberclicks.**

**MOP Review:**

**ACTION: Secretary and Treasurer job descriptions will be reviewed by Darlene and Katie. Any changes should be sent to Sam.**

**ACTION: Sam will consult with Christine about State/Provincial representatives section.**

**ACTION: Travel reimbursement section needs to be updated to reflect IRS mileage rate.**

**ACTION: Sam will consult with Jason to make sure dues section is current.**

**ACTION: Michael, Katie, Mary Lou and Darlene volunteered to be members of the Leadership Committee.**

**ACTION: Sam will put together an Intellectual Freedom Committee including members from the provinces and Idaho.**

**ACTION: Election Procedures section needs to be updated by secretary and changes submitted to Sam.**

**ACTION: DELETE Leadership Institute Committee section since there is a Leadership Committee.**

**ACTION: Editorial policy section will be moved to publications section.**

**ACTION: Sam will get updated advertising rates for the PNLA Quarterly from Mary DeWalt and make the necessary changes in MOP.**

**ACTION: Sam will confer with Leonora Oftedahl about changes to E-MAIL DISCUSSION LIST section.**

**ACTION: Sam will contact Linda Fredrickson about updating the Website section.**

**ACTION: Under the Business Meetings section; the Saturday meeting time will be changed to “optional”.**

**ACTION: Sam will update language throughout the MOP; such as changing “delegates” to “attendees”, etc.**

**ACTION: Sam will make the final changes and the Board will approve the updated MOP at the February 2011 meeting.**

7.2 YRCA Procedure Edits (Barbra)

**ACTION: Barbra will send YRCA MOP changes to Brent. Changes have been submitted by Barbra and will be changed in MOP.**

7.3 Oregon Schools and YRCA

PNLA Board reconfirmed their support for a broad range of conference programs. Board also confirmed that any school that is an institutional member may take part in YRCA.

7.4 PNLA-Quarterly – One month embargo

See Notes in 6.5 - Publications

## **8. New Business**

8.1 2013 Conference and Beyond: Michael

Board agreed we should continue to have an annual conference

The following question was raised: What is the compelling reason to attend the PNLA conference?

**ACTION: Send Michael list of questions (by the end of November 2010) that we want to ask and he will put it in a survey to find out what would entice people to go to the PNLA conference. Results of survey will be discussed at February 2011 meeting. Send Michael ideas about an incentive we could offer people to encourage participation in the survey.**

**ACTION: Provincial/State Reps should talk to the membership of their provinces/states and network to get the word out about the conference.**

**ACTION: Previously the 2013 conference location was Oregon. Board agreed that the 2013 Conference location will be Idaho.**

**ACTION: Michael will talk to BC and AB reps about changing the rotation of the conference after 2013. Proposal of locations after 2013 will be discussed at February 2011 meeting.**

8.2 PNLA Membership Categories

Discussion ensued whether PNLA should consider being a Federation of State/Provincial associations, which means the State/Provincial Associations would fund the membership costs.

The Board decided it wasn't the right time to build a federation and decided that the membership model will stay as is for now.

Board members stressed that:

- It will be important to Support LEADS and institute stronger mentorship for graduates of LEADS. Possibly John and Becky could be contacted to present a preconference program at the PNLA conference
- It's important to make sure conferences have very strong, relevant content

### 8.3 Number of Board Meetings

Board discussed whether the number of times the board meets should be changed.

**Motion: Liesel moved that effective August 2011: Board will meet twice a year, once in August during the PNLA conference and once (retreat style) in February. Further—the cost of travel/lodging for State/Provincial Reps will be split between PNLA and state associations. PNLA will cover the full cost of attending both meetings for the executive board members.**

**Sue seconded the motion.**

**Motion approved.**

### 8.4 Technology Award

**ACTION: Mary Lou suggested we nominate Jason for the Technology Presidents Award for his work with MemberClicks.**

## 9. Future PNLA Conferences

2011 Washington: Spokane, WA.

2012 Alaska: Anchorage, AK.

2013 Idaho: Proposed location/Coeur d'Alene, ID

Adjourned: Sunday, November 14, 2010 - 10:00 a.m.

### NEXT MEETINGS:

Feb. 11-13, 2011: Board Meeting, Dumas Bay Centre, Federal Way, WA

Aug. 3-5, 2011: Board Meeting, DoubleTree, Spokane, WA

*Respectfully submitted,  
Darlene Hert  
PNLA Secretary, 2010-*