



PNLA Board Meeting

February 11-13, 2011

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, 1st VP
Samantha Hines, Past President
& PNLA Leads
Linda Frederiksen, WebMaster

Darlene Hert, Secretary
Katie Cargill, Treasurer
Bette Ammon, ID Rep.
Christine Sheppard, AB Rep.
Jason Openo, 2nd VP (via skype)
Adrienne Wass, BC Rep. (via
skype)

Absent:

Sue Anderson, WA Rep
Barbra Meisenheimer, YRCA

Friday, February 11, 2011, 6:00pm-9:00pm

1. **Call to order:** Friday, February 11, 2011, 6:00 pm
2. **Agenda**
 - 2.1 Additions/Deletions:
Honorary Life Membership Nomination added as 7.3
 - 2.2 Approval of the Agenda: Approved.
3. **Minutes of the Last Meeting**
 - 3.1 Approval of Minutes
Motion to approve by Christine and seconded by Sam.
 - 3.2 Review of Action Items
ACTION: Michael will send a solicitation letter to LEADS mentors in Canada and the states.
Michael reported that he is currently working to give tax receipts for this.
ACTION: Katie will talk to Jason about whether donations for LEADS has been calculated correctly in MemberClicks.
Done - Katie reported that she did some calculations and everything adds up.
ACTION: Sam will send out donation letters to people who have donated to LEADS by December 31, 2010.
Sam reported that she did not have the list of people who donated. Katie will send the list to Sam so she can send out the letters.

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

Sam reported this has been done.

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

Done - Sam reported the survey has been completed.

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

Done - Michael asked to have this item added to the current meeting agenda as 7.3.

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

Michael and Jason will work on this before the next PNLA Quarterly is published.

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

Once the embargo has been set up, Michael will send an announcement out to the membership.

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.

Done - Michael reported that he talked to Linda and the Membership links are now more prominent on the main page of the PNLA website.

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

Done - Katie reported that the expense voucher has been posted on the website.

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

Barbra is still exploring medal options--Michael will follow up with Barbra.

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

Discussion took place and Sam has updated the Manual of Operations.

ACTION: Michael will find out from Dana who attended the conference from each of the PNLA states/provinces.

Done - Michael will get this list and send information to the group for reps to contact people and inform them about the upcoming conference.

ACTION: Jason will contact PayPal to see if it is possible to set up a separate checking account on our account in order to deposit Leads funds there instead of into the general fund.

Jason reported that it is possible to set up a separate account. Katie will send Jason the account information so he can proceed in setting up the account.

4. **Officer Reports**
Reports posted on PNLA website
 - 4.1 President. Report submitted.

Michael is looking forward to going to Juneau for the AkLA conference next week. He will also be attending the BC Library Conference in Victoria and the Alberta Library Conference.

Michael spoke to a few vendors regarding LEADS sponsorship while attending the Ontario Library Association conference.

4.2 First Vice President. Report submitted.

4.3 Second Vice President. Report submitted.

PNLA now has @183 individual members, 27 institutional members.

PNLA membership numbers are at historic lows.

Discussion ensued about how to increase membership numbers and the benefits of belonging to PNLA. Benefits identified included: conference savings, the PNLA Quarterly, Membership Directory, and LEADS.

Board discussed the need to strengthen the PNLA conference, i.e. offer great programming and hold in a central location in order to generate support for LEADS.

4.4 Secretary. Minutes posted.

4.5 Treasurer. Report submitted.

It was discussed that PNLA will more than likely make money from the Washington 2011 conference but we may not make any money from the Alaska conference in 2012.

PNLA LEADS – Supporting LEADS will cost @\$12,000. We may not have any money to put towards Leads if we don't earn any profits from the conferences.

Biggest expense: Facilitators, John & Becky Schreiber

Are there any other trainers available?

ACTION: Michael asked Board members to think about their connections regarding alternative trainers for LEADS. We will discuss ideas at future meetings.

Discussion noted that sponsorship for LEADS is important and we need to be proactive in garnering sponsors for LEADS.

ACTION: Mary Lou, Sam, and Bette will look into grant opportunities to support LEADS.

Officers - It's expensive to pay for officers to attend conferences. Question was raised about whether we should we have a cap on how much PNLA will pay for officers to attend conferences. See 8.4

4.6 Past President. Report submitted.

Nominations:

Upcoming vacancies are: Treasurer and 1st Vice President

Motion: Adrienne made a motion that the Board elections be suspended for 2011-2012 elections, which will add another year to executive board member terms, in order for the board to develop a plan of action to deal with sustainability. Christine seconded the motion. Motion approved.

ACTION: Michael will write a letter to the membership regarding the above change in 2011-2012 elections.

Communication Plan: Sam noted that the Communication Plan is Out-of-date
ACTION: Sam will ask LEADS Alum to help update the Communication Plan.

5. State and Provincial Representatives Reports

5.1 Alaska. Report submitted.

Sara Saxton will be the new, incoming Alaska Rep.

Michael will send Sara an email welcoming her.

Michael will send letter to employers of incoming board/state/provincial reps thanking them for letting people serve.

5.2 Alberta. Report submitted.

Open access policy – LAA is investigating an open access policy that could result in LAA information, including the newsletter, be available to everyone. Christine would like any board members that have open access policies in place, to let her know.

5.3 British Columbia. Report submitted.

BCLA's Focus for 2011—How to survive?

Partnership BCLA members/health libraries reciprocal agreement allows members to attend each other's conferences at member rates.

5.4 Idaho. Report not submitted.

Bette Ammon is taking over for Liesl. Bette will submit the Idaho report when she returns from PNLA board meeting.

Idaho has received a BTOP Grant worth \$2 million which will pay for statewide databases and broadband capacity for rural libraries.

5.5 Montana. Report submitted.

Joint MPLA/MLA conference in Billings, April 6-9, 2011.

Mary Lou will be on a panel, "More Bang for Your Buck: Putting Professional Organizations to Work for You"

5.6 Washington. Report submitted.

6. Committee Reports

6.1 Washington Conference - 2011 – Spokane, August 3-5, 2011

Conference planning is going well.

Website is up-- Registration form: will be available online by the end of March.

Proposal deadline: end of January – 45 proposals submitted—but proposals will be accepted until February 18th.

Conference is weak on Children's Programs – if anyone knows of someone who would be interested in doing a children's program, a late proposal for this might be considered/accepted.

Negotiations: Heidi's trying to get the room rates reduced.

Spokane Conference registration rates:

\$150/members including 2 meals, Non-members will pay \$220

Keynote Speaker: J.A. Jance

Entertainer: Wylie Gustafson, will perform at Thursday night dinner.

PNLA Board Meeting will be Wednesday afternoon, August 3.

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

6.3 Idaho Conference – 2013.

Bette will start working on details for the conference.

6.4 Leadership Institute. Report submitted.

Sam did a survey of LEADS alumni. Respondents felt that LEADS was worthwhile and responded that they would like to be involved in PNLA.

6.5 Publications.

Michael will talk about this in 7.2.

Saturday, February 12, 2011, 9:00 am-2:00 pm

6.6 Webmaster. Report submitted.

Job postings have been receiving lots of hits, @30,000 hits per month.

Should we pursue having the job board be a revenue generator for PNLA?

ACTION: Adrienne will speak to BCLA about ways PNLA can make use of job posting infrastructure to generate some revenue.

ACTION: Michael will talk to the partnership chair in relation to participating in the education institute.

Spokane conference pages are being added to the webpage.

Logos and forms have been added to the webpage.

Membership page has been revised to make “Joining PNLA” more visible on the main page.

6.7 YRCA. Report not submitted.

ACTION: Michael will contact Barbra about outstanding YRCA action items and ask if she can provide us a post meeting report.

7. Unfinished Business

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

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

Done - Sam has updated and sent out the changes.

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

Done

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.

NOTE: All above ACTION changes have been made to the MOP. Board members thanked Sam for all her hard work updating the MOP.

7.2 PNLA-Quarterly – One month embargo

ACTION: Jason and Michael will work on the embargo.

Good responses have been received about changing the PNLA Quarterly to a peer-reviewed publication.

7.3 Honorary Life Memberships

Michael, Samantha Pierson (President of MLA) and Ben Hunter (President of ILA) wrote letters supporting the nominations of Mary DeWalt and Jan Zauha.

Motion: Heidi made a motion to approve the Honorary Life Membership nominations of Mary DeWalt and Jan Zauha, Bette seconded the motion. Motion approved.

Memberships will be presented to Mary and Jan at the Spokane conference general membership business meeting.

8. New Business

8.1 Conference Survey: Michael

Overall results of the survey:

302 responses were received, 62% have not been to a PNLA conference in the last 5 years

People liked the idea of the conference being marketed as the “Best of the NorthWest”

People like the varied programming and different conference locations

People noted that programs need beefing up and noted that PNLA doesn't market and promote the conference enough.

66.2% of respondents indicated that the discount on registration is an incentive to become a PNLA member.

Specialized programs did not necessarily entice people to attend.

ACTION: Board decided that changes to marketing the conference are needed. The theme for the PNLA conference will always be the “Best of the Northwest” commencing with the Idaho conference. Conference subcommittee was formed consisting of Sam, Heidi, Michael, Christine and Mary Lou.

The subcommittee will address compensation for speakers, building the program, best revenue locations, conference room rates, dates of the conference, conference registration rates and vendors/exhibitors.

Subcommittee will report progress/recommendations in an interim report to the board at the August conference in Spokane and also at the February 2012 board meeting.

ACTION: Conference section in MOP needs to be revamped. Christine will take the lead on this.

Board decided that the rotation for future conferences will be:

Starting with Idaho in 2013:

Idaho, Montana, Washington, Alberta

Idaho, Montana, Washington, Alaska

Idaho, Montana, Washington, British Columbia

8.2 Bylaw IV, Section 1.C, Geographical Qualification: Michael

ACTION: Board discussed bylaws in general. Christine will review the Constitution and bylaws.

8.3 PNLA Board, L. Seborg resignation, B. Ammon confirmation

Board accepted Leisl’s resignation and acknowledged that Bette Ammon will serve out Liesl’s term as the ILA rep.

8.4 Board Compensation for Upcoming Conferences

ACTION: Regarding executive board members conference attendance expenses: All state/provincial reps will find out what expenses are covered and report the findings to Michael. Michael will make a recommendation to the board once he receives this information.

Sunday, February 13, 2011, 9:00 am-10:00 am

9. Future PNLA Conferences

2011 Washington: Spokane, WA, August 3-5

2012 Alaska: Anchorage, AK, August 1-4

2013 Idaho

Meeting Adjourned: Sunday, February 13, 2011 - 10:00 a.m.

NEXT MEETINGS:

August 3-5, 2011: Board Meeting, DoubleTree, Spokane, WA

February 10-12, 2012: Board Meeting, Dumas Bay Centre

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