

**Board of Directors Meeting**

**Wednesday, April 30, 2014**

**Wenatchee Convention Center, Wenatchee, WA**

**MINUTES**

**PRESENT: Board Members -** Jennifer Wiseman, Christine Peck, Nancy Ledeboer, Phil Heikkinen, Brianna Hoffman, Mary Wise, John Fossett, Joy Neal. **Committee Chairs and Interest Group Representatives** – Sarah Conrad, Richard Counsil, Brian Soneda, John George, Caitlin Maxwell, Diane Cowles, Daurice Siller, Jennifer Fenton, Marion Schicilone, Joyce Hansen, Korissa Fitterer (incoming iSchool rep). **Incoming Directors** – Darcy Brixey, Andrew Chanse, **Staff** – Dana Murphy-Love, CAE, Kate Laughlin.

**CALL TO ORDER - The meeting was called to order at 4:05 pm.**

**President’s Report** – Jennifer Wiseman reported that she has been working with the Member Services Committee on ongoing activities and Mentor Program, and the new IG’s LiFE and SIG.

**Executive Director’s Report** – Dana Murphy-Love reviewed the Dashboard Report noting that WLA’s membership numbers are quite a bit higher than they were last year and the financial dashboard is looking good so far to budget.

**Membership** – Brianna Hoffman reported that the committee has met a couple of times. There has been continuing discussion on a Toolkit for Ambassadors. The Membership Survey has been conducted and the committee needs to review. The Library Ambassadors Program will be pushed heavily in 2014-2015. All board members, committee chairs and IG chairs are automatically Ambassadors.

Mentorship Program – Caitlin Maxwell reported that they are compiling a list of those who are interested in being mentors and working on criteria for mentors.

**Marketing & Communications** – Richard Counsil reported that CONNECT newsletters have had some really great content. The committee had a part in social media for Leg Day and will do so at the conference. ALKI advertising hasn’t been going well. Richard challenged all board, committee and IG Chairs to meet with conference vendors to talk about marketing/advertising in ALKI. Dana suggested that perhaps it was time to put together a Sponsorship package that would incorporate all types of support that vendors can provide to WLA – advertising in ALKI, website advertising, conference sponsorship, mailing list, exhibit discount, etc. A suggestion was made to spotlight a vendor in ALKI. Perhaps WLA should survey vendors at the conference to determine what they want as far as benefits. Suggestion for a Virtual vendor area on website. Partner with Membership Services Committee. Collection Development staff at the libraries are a good resource of what vendors to reach out to. Nancy talked about appointing three people on membership committee who were the key point contacts for 1. Individual members, 2. Institutional Members, 3. Affiliate members.

**Professional Development** – Annual Conference – Dana reported on registration numbers and Kate talked about programs and other activities at the conference.

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**Community** – Susan Lee reported that they are finding that the new IG’s are better reflecting what others want, however some IG’s are having no one step up to the plate for leadership. Susan and Jeanne researched how other library association utilize Interest Groups, Divisions, or Roundtables, etc. Susan will send her report to the board.

**Leadership** – Brian reported on election results.

**Board Initiatives**

***501(c)3*** – Nancy Ledeboer reported that Seattle University was going to use WLA as a project to set up the 501c3, but they didn’t get enough students for the class so it was canceled. However, the professor that was teaching the class said she would do it pro bono for WLA. Judy Andrews will meet with John, Jennifer and Dana to discuss how to go forward. Nancy put together some draft Bylaws containing the following: Name of the Foundation will be WLA Foundation. The suggested board would be four librarians, a Secretary/Treasurer and the WLA President-Elect.

**Legislative Day** – went really well this year. Jennifer Simon-Halai was the coordinator did a great job. Declaration of the Right to Libraries was displayed for signatures and many legislators used that as photo ops. Leg Day for 2015 will be January 30.

**Treasurer’s Report** – Phil Heikkinen presented the financials ending March 31, 2014. *Motion and second to put the financials on file. Motion carried*.

**December 6, 2013 Board Meeting Minutes** – *motion and second to approve the minutes as presented. Motion carried*.

**New Business**

***WLA Financial Policy***– Phil Heikkinen presented a revised draft of the Financial Policy. Revisions reflect how things are handled now with the addition of the management company and how those processes were changed. It is procedures as well as policy. Draft does not include conference financial policy. *Motion and second to approve the Financial Policy as presented. Motion carried.*

*WLA Blog* – Christine Peck asked about whether MemberClicks has a blog platform. Dana will research. This would then be handled by the Marketing & Communications Committee.

*Memorial Resolution through ALA* for Eliza Dreseng may be forthcoming.

*Support of IMLS Funding - motion and second to authorize President to write a letter on behalf of the association for support of IMLS funding. Motion carried.*

Next Meeting – Leadership Retreat - Friday, June 20, 2014 at Newcastle Library.

There being no further business to come before the board, the meeting adjourned at 5:50pm.