

WLA Board of Directors Meeting
Wednesday, April 27, 2016, Spokane, WA

Present: Darcy Brixey, Brianna Hoffman, Irene Wickstrom, Krista Ohrtman, Heidi Chittim, Josephine Camarillo, Richard Council, Andrew Chanse, Emily Keller, Christine Peck

Present via GoToMeeting: Craig Seasholes

Also present: Louise Miller, Betsy Paulson, Kate Laughlin, Emily Jones, Erin from ACRL Washington

Not present: Anne Bingham

Darcy Brixey convened the meeting at 4:01 pm PST.

Thank you gifts for outgoing board members.

Brianna – new committee chairs: ALKI - Shari Boggs; soft call out for Marketing/Communications – looking for someone w/ social media savvy; new iSchool rep coming up – already have interested people

Louise – what is SBI/Who are these people?

Josephine – Membership – issue of salary bracket disclosure

Richard – Social media activity w/vendors and sponsors for conference; Amber – streamline communication (WLA Wednesday) – Connect newsletter seeming redundant, may discontinue; bigger discussions on the horizon with mar/com

Scholarship – Leah – small submission pool; need to advertise more next year; \$6000 scholarship to Christie Karwoski (UAB), WLA member since 2014

Nancy – Legislative – one bill to expand number of KC trustees, fell off the table; Orcas got capital money to rebuild/refurbish library – see John Sheller's report; Steve Duncan (Lobbyist) presenting at conference Friday

Christine – attending national library legislative day this Monday; pushing for more funding for a couple of items; international treaty to push - materials for the blind/visually impaired; virtual library legislative day – sign up via ALA website

Kate L and Brian Hulsey - Professional Development – WALE Conference this fall (Oct 25-27) 25th anniversary event – Nancy Pearl has agreed to speak (half day plus welcome keynote); working on rest of program; Brianna Hoffman will keynote end of meeting; 110 room block – potential issue since less than 100 people signed up last year and Campbell's has significantly raised their prices

Kate L – WLMA unconference Oct 15 at Highline College; maybe CAYAS fall workshop Oct 14; Emily Jones will spearhead WLMA event; keynotes already secured; Craig – hoping to have more school and public librarian collaboration, excited about the opportunities for this meeting

Irene – treasurer – about \$13,000 membership shortfall; cash on hand about \$5000 more than last year; investments off due to market performance; total WLA conf revenue about \$7000 over budget (expected)

Consent Agenda

One correction – Irene Wickstrom was in attendance. The minutes of the April 2015 Board meeting were approved with this correction.

New Buisness

RFP for association management: SBI bridge agreement expires June 30. What does this process look like for board? Eight years with MCA, we know how this works, RFP out May 1, get all proposals by June 1 and decide by June 30. Discuss at board retreat July 7. Discuss scope of services amongst board

members. Talk about expertise in dealing with all the changes WLA is working through. Membership growth and retention. Back up plan in case a decision isn't made by June 30? Cash flow impact of conference moving from spring to fall. Fiscal year change also may need to be considered. AMC needs to be responsive, support committees; responsibility for maintaining things on the website needs to be clear (IG groups) – clarify all roles and responsibilities, create clear expectations. Brianna will include time line with current Scope of Work and send to all board. Communication is a big concern for IG groups – elections, ballots, etc. Consistency is hard with all the changes happening, but something everyone wants to improve. Role of AMC as *support* and responsibility of members to create the organization as they want it to be and play their part/be engaged/take ownership.

PNLA Leads: Program that has been very successful for their organization in helping build leadership in WA libraries. Asking each state org to help finance this program since they lost their grant. Asking for \$1000 from each state library association to offset costs. This would keep tuition the same as it has been. Brianna went to it last fall and thought it was great, very worthwhile, one of the best leadership experiences she has had. WA state has sent the most people to PNLA Leads. Table discussion for now.

Social Media Guidelines Policy Rewrite: Expectations have changed, policy is old and needs to be overhauled. Use policy to help drive membership, engagement. Hope to get all IGs to participate, include all voices. More engagement/discussion focused, not so much about advertising anymore. Leah and Brianna volunteered to get involved with this project. [Ashley?]

Restructuring and Rebranding: With restructure comes rebranding – IG is now a section within one of the divisions; one WLA tent, everything needs to fall under that – need consistent branding standards. IGs are grandfathered in, bylaws spell out creation of new sections. IG coordinators are now Section coordinators (Kristen and Jeanne). Min of 10 members must submit petition for new section (see bylaws for particulars). Idea is that many types of librarians can come together on common topics – get rid of the silos. Some may choose to wait for the dust to settle and then come back. Not much happening on the IG listervs lately – hope is that the new divisions are more energizing, more inclusive.

ACTION ITEM: one year for WLMA members to rejoin, that year is up; still many upset about paying something other than \$50 flat fee; some don't like reporting salary range, feel it is intrusive.

Membership Levels: \$100 for non-reported salary idea

Was there any kind of survey of non-renewing WLMA members? No. About 30 said they specifically objected to reporting their salary. Flat fee easier to sell; maybe propose some other amount (not \$100). Flat fee has apparently worked well for PNLA. Need to run numbers based on membership numbers now that WLA and WLMA are merged. Look at another flat fee option – maybe committee or working group to discuss and bring back to the board. Look into survey for WLMA members who did not renew – why did they choose not to renew, can we get more info.

Task force: Membership committee will look into this and try to have something by end of school year.

One more point: WLA kept WLMA's lobbyist contingent upon enough members renewing with WLA to be able to afford her services. WLMA willing to use last year's profits from their conference to help cover any shortfall this year for lobbyist. Carolyn (lobbyist) hugely important draw to getting WLMA folks back into WLA.

Motion to accept Treasurer's Report – motion passes.

Upcoming meetings: Board retreat July 7, 9-4 at Bellevue Library

First timer reception – board please attend! Also Meet & Greet tonight. Tomorrow – Room 1405
President's Reception.

WALE conference budget – Table discussion, handle through email.

WLMA having a meeting Saturday morning at Spokane Public Library. Anyone interested is invited.

The meeting was adjourned at 5:49 pm PST.