

Vermont Library Association Board Meeting
3/9/2011
Norman Williams Public Library, Woodstock
10am-Noon

Present: John Payne, Marti Fiske, Helen Linda, Grace Greene, Nancy Wilson, David Sturges. Chris Friese, Charlotte Gerstein, Deborah Bullock Spackman, Laurel Stanley, Lucinda Walker

1. Budget (Marti Fiske) –Wynne sent out the budget last night. Membership income down.
2. Newsletter (Helen Linda) -125 people have signed up to receive the newsletter, but Helen has not received any specific feedback about content yet. The newsletter has been marketed via email, the web and postcards. Helen would like to do more to promote it at the conference. Marti suggested putting some information about it with registration materials. The next issue will mid to late April. Board members commented favorably on the newsletter and thanked Helen for all her work.
3. By-Law Update (John Payne) –John reviewed some of the key proposed changes.
 - a) all references to executive board were changed to board
 - b) Eliminated limits on terms of office for the Secretary and Treasurer
 - c) Under duties of President, add to appoint Chairs of standing committees, including the Conference Committee, to be confirmed by the Board.
 - d) Voting rights were expanded to included committee chairs, NELA and ALA reps as previously discussed
 - e) The Editorial Committee becomes the Communications Committee and has responsibility for print and digital media.
 - f) A couple of minor changes to election procedures, specifically that absentee ballots are no longer printed in the newsletter 30 days ahead (instead, they would now be available upon request from the Secretary.)
 - g) Amendments to the bylaws. Voting shall take place at the membership meeting. A 2/3 majority of those responding is required to pass the proposed amendment.
 - h) All warning dates were changed to 30 days.

A motion was made and seconded for the board to accept the by-laws as amended. This motion was unanimously approved.

Grace Greene asked about defining committee charges and office roles. She proposed creating a VLA organizational handbook. Grace and Nancy Wilson will work on this with input from all.

4. PR/Advertising (Marti) – Video and still photography for upcoming TV and newspapers ads are completed. Editing will take place in the next few weeks. There are three types of users and library uses highlighted in these ads. Newspaper ads will be in black and white and appear in regional newspapers. The television ads will be in the morning and also appear on WCAX, WPTZ, public access TV, YouTube and a website that is being created for the campaign. There will not be any radio ads due to cost. Christine Friese recommended adding a QR barcode to the ads if practical.

The next big project is to create a 14 month calendar. Photography has already started.

5. Conference updates (John) –The conference will be held May 24th at St. Michaels College. Everything is on track. The website is up and registration is open. Jane Napier has handled the bulk of the work. Grace Greene recommended providing free admission to the VLA award winners and the VLA would pay the cost to the Vermont Library Conference.

A motion was made and seconded to for VLA to pay the Vermont Library Conference registration fee for VLA award winners. This motion received unanimous approval.

6. VLA officer/committee chairs to be filled – Someone is needed for VP/President Elect as well as a personnel committee chair. David Sturges is stepping down as Secretary, so that post also needs to be filled. Various names were suggested. It was agreed that members of the board would share the responsibility of contacting various potential candidates and reporting back to the board.

Adjourned 12:03