

Vermont Library Association Board Meeting
October 12, 2011
Essex CHIPS Conference Room, Essex Village Offices
10am – 1pm

Present: Joe Farara, Deborah Gadwah-Lambert, Helen Linda, Cindy Weber, Shara McCaffrey, Heidi Steiner, Andy Burkhardt, Kat Redniss, Laurel Stanley, Wynne Browne, Nancy Wilson, Amy Howlett (representing DOL)

Meetings minutes by: Heidi Steiner.

Meeting called to order at 10:08am

Agenda Review

Joe opened the meeting by asking for any additions to agenda.

Wynne added Archives. Where do things go? What do we save? The Board clarified Paul Carnahan remains the VLA Archivist and proper guidelines should go in the Organization Handbook.

Helen noted the Catalogers Round Table would be meeting the following day. The RT kind of fell under Lorraine Lanius until now and she just retired from the DOL. The members will be discussing their future at the meeting and Helen recommends offering to make it the Technical Services Section of VLA. They may not be interested since many members are not in VLA, but she would like to be able to suggest it. Everyone agreed this would make sense. In turn, Laurel asked if there's an equivalent for ILL. If we are thinking about doing this for Tech Services, what other areas are there? Joe noted it might be worthwhile to bring in an ILL Section to centralize things. Andy said starting out Tech Services or anything as an Interest Group may be the best course of action. Helen confirmed piloting groups in this way was a good idea.

Budget Report (Wynne)

Wynne distributed the most recent budget report. We are in good shape and our actual income is way above the budgeted income, which has a lot to do with the marketing project. Membership income is also above budget. The web domains are renewed for five years and Wynne is waiting for a clarification from Blake about web hosting before paying that bill. She also paid for Survey Monkey. Wynne also just realized she has not been receiving bank statements and will get it sorted out. Heather, VLC Treasurer, was getting them and lost her house in Irene. The budget report is thus not reconciled with the last two bank statements. Wynne will probably setup online banking for the account so this is no longer an issue.

On a related note, Wynne suggested the VLC account should perhaps come under the VLA budget since it is now solely a VLA project. Perhaps put this on the agenda for the next meeting so the Board can consider it? Helen noted finances are not the only element of VLC that could be more unified with VLA and it would probably make a lot of lives easier if it was more centralized.

Wynne asked about renewal information for I-Contact, which is used to distribute the newsletter. Helen and Wynne are checking their records to see when this should come up for renewal.

Committee and Section Updates

Andy (College & Special Libraries) – Andy is looking into lunch gatherings in specific regions to share ideas and will probably start in Burlington. He is working with Selene Coburn from UVM to arrange the first one and will send a story to Helen for the newsletter once it's set. He is not sure what the response was for the Black Door event earlier this fall, but will check with Larraby on attendance and feedback.

Cindy (Membership) – We have 352+ members. Cindy is working on updating the membership form as discussed at the Board Retreat, namely regarding email and newsletter preferences.

Cindy asked about the status of the mentor list. She keeps collecting information from the form about members wanting to be mentors or mentees, but doesn't know what she should be doing with it. Who does it fall under? Deb noted NELA kicked off reinvigorating their mentoring program via a conference program and it was done through the Membership Committee. Shara asked if maybe it should really fall under Personnel and the Board agreed. Deb will give Shara materials from NELA, Cindy will get the list to Shara, and mentoring possibilities will be promoted in the newsletter to hopefully kick off again at the May conference via a mentor table at lunch or something similar.

Cindy is still working with Karen regarding the joint VSLA membership possibility.

Shara (Personnel) – Laurel, Amy, Lucinda, Shara, and Stacey Knight were meeting after the Board meeting to get started on the public library salary/compensation survey.

Helen (Editorial) – The next VLA News comes out November 1st. Any programs coming or programs to recap call for a story. Send them to Helen by October 25th. Helen asked if we should solicit stories from the membership. Kat suggested collecting sound bites on various topics and starting with the impact of Irene. It could be a little column in the Newsletter leading to a full page on the website. Helen will put out a call for sound bites, as everyone loved the idea.

Second item, Heidi and Helen briefly discussed a reassessment of how the website is structured after the Board Retreat. The website has grown a lot since the original creation and specific content is now very hard to find on the site. We really need a menu bar. This will be on the Agenda for the January meeting.

Kat (Youth) – Geographically based meetings in November with local cable access are a go. Kat is looking to do a January meeting at Aldrich Public Library in Barre and already has some presenters signed on.

Laurel (VLTA Rep) – November 5th is the State Trustee Meeting. Christine Frieze is almost done with the program. It will be held at the Capital Building in Montpelier.

Librarian Relief Fund (Joe)

Joe went with Network for Good for online donations because they had the lowest fees: straight 5% and nothing for credit card transactions. They also send a letter to donators for tax purposes. Joe wants to put together a press release about the Fund. Cindy handed a pack of envelopes with donations to Wynne! There has been at least one online donation and Joe's President's Letter for the newsletter will be about the Relief Fund. Helen will also include an easy donation button. Remember this is strictly for librarians who were personally affected, not damage to actually libraries or their collections.

As part of the process, Joe found out about Guide Star and they still had an old PO Box in St. Johnsbury as our address. It has been corrected.

Some Board members noted this could be a really good conference program regarding fundraising an online donations. It will be interesting to see when the campaign ends what the distribution of donations is.

NELA Wrap-Up (Joe)

The keynote (R. David Lankes) was awesome. Helen and Heidi (both on the conference committee) reported the conference went well and people seemed to enjoy themselves. Helen stated the final attendance numbers are not in yet. She knows attendance was higher than the last Vermont conference, but still lower than when it's held in Massachusetts.

Organization Handbook (Joe)

Joe sent a reminder from Grace to submit your updated job description for the Handbook.

Strategic Plan (Joe)

John Payne said the Strategic Plan on the website is the most recent version/draft. Joe will start working on updating it for the next five years.

Conference Update (Joe)

Joe reported for Jane that we've been turned down by Dan Savage and Amy Goodman as keynotes because of scheduling conflicts. The offer is still out to Simon Winchester. Send any other potential names for keynotes to Jane ASAP. All else seems to be going well. Workshop proposals are due November 1st.

Cross-Marketing Opportunities (Joe)

Helen recently shared with the Board a potential cross-marketing opportunity based on a town library in Washington who worked with a local winery to make Library Re(a)d

(<http://www.ptleader.com/main.asp?SectionID=36&SubSectionID=55&ArticleID=30151>). This is Vermont; we have most libraries and breweries per capita: should we do beer!? The Board can already picture the labels! Joe is willing to contact Rock Art and see if there is interest, as well as find out what they would potentially need from us for something like this. The Board decided to go for it and think it might be worthwhile to contact the library in Washington to see how things went for them. Deb will take care of this. The Board's hope would be that funds (a portion of the profits) would go to VLA and perhaps toward a scholarship fund, which has been mentioned before.

There was slight concern about the alcohol factor, but it was determined the beer would likely be distributed in stores, not sold in libraries since the licenses are very strict (and would likely make more money that way, anyhow). There was much discussion around this and the Board ultimately determined it might not be as complicated as we think. In order to cast a wide net, coffee is also a possibility and Nancy has a contact at Vermont Coffee Company who she'll get in touch with.

Other Business

Andy talked with people at Champlain about the logo and we are on the docket for working with a professor during the Spring Semester. There is a course where students work with different clients.

Amy said Marty is interested in a continued VLA/DOL advocacy group. Joe noted this will likely be turned into a committee and he will get in touch with Marti.

Amy also noted that out of NELLs came the idea of one-day joint leadership conference between Vermont and New Hampshire, possibly featuring NELLs leader and ALA President-Elect, Maureen Sullivan. It would probably be in April in Hanover, NH. Joe will need to partner with NHLA President, Mary White, to make this happen. The Board agreed it sounded promising.

Kat also wanted to put on the radar the potential for a GLBTQ section, as NELA's is pretty much becoming defunct. This is something for VLA to think about in the future, perhaps as an Interest Group.

Meeting adjourned at noon.

Next Meeting: Wednesday, January 18th – Kreitzberg Library, Norwich University @ 10am