

Vermont Library Association Board Meeting
11/18/2010
Vermont Technical College
10am-Noon

Present: John Payne, Gail Weymouth, Marti Fiske, Helen Linda, Grace Greene, Nancy Wilson, David Sturges. Chris Friese, Joe Farara, Membership chair, Charlotte Gerstein (via Skype), Deborah Bullock Spackman, Cindy Weber

1. Budget (Marti Fiske) – No new report. A question was raised about the purpose of the CD. No one seems to know. Marti suggested that if sections have budgets prepared to send them to Wynne. Grace asked about the NELLs budget and whether money would be appropriated.
2. Newsletter (Helen). After evaluation of several products, I-Contact was selected. The cost is \$142 annually. The first newsletter will be next month. Helen needs information about programs and section reports. Members will need to provide email addresses to receive the electronic newsletter. Helen may need to send postcards or some other kind of notification. Gail asked where the email addresses will be stored and about the privacy policy of I-contact. Helen stated that I-contact does not sell email addresses. A motion was made to appropriate \$142 annually for this purpose. The motion passed.
3. There was discussion regarding the membership form, the listserv and providing email addresses. A section will be added about communication from the association. There will be a place to add an email address and an opt-in box to receive newsletter and be added to the listserv. An email will be sent to existing members to inform them of this.
4. By-law update (John Payne) – John presented three questions that have arisen.
 - a) The President's term – Should it be extended to a 2 year term? This could allow more time for a president to complete work on any initiatives they may have. Could we then eliminate the position of Past President? If not this potential change would require a large time commitment for anyone seeking the President's position.
 - b) Nominating committee – Should this exist? It was suggested that the Past President chair this committee. It was then suggested that the committee include the President, the Past President, the Vice-President and Committee Chairs.
 - c) Voting rights on the board – Who should have voting rights? It was suggested that voting rights be granted to all elected officers as well as section chairs and the ALA and NELA representatives. It was further suggested to create an Executive Committee consisting of the elected board members. The Executive Committee would be authorized to make operational decisions between meetings.

5. Member benefits – (Helen) Helen has further researched an online VLA store and proposed using funds from such and endeavor to fund scholarships and other association needs. Helen will need a high resolution logo to put on merchandise. Helen proposed creation of the store, initially to have limited merchandise and look at expanding it later if demand warrants. A motion was made to do as Helen proposed and it was passed.
6. Videoconferencing (Joe) – Attendance was good for the VIT workshops. Joe will work with Marti Reid on further exploring this service.
7. Conference (John Payne) – It will be at St. Michael's College. A tentative schedule and theme have been established. The Keynote will be Joe Arriola, the editor of Mad Magazine. Tentative theme "Something to offend everyone". There will be 12 program slots and 4 tracks (public, academic, school and general interest). There will not be an endnote. The business meeting will be held mid-day and more networking time will be provided. There will also be an additional 5 minutes between sessions.

Other conference discussion:

- a) We need a conference treasurer
 - b) Discussion around providing a stipend for the conference chair due to the volume of work required. There used to be stipends for co-chairs and exhibits chair. It was suggested to call the chair the Conference Coordinator and compensate them. John proposed \$1000 and suggested retroactive payment for last year's conference. A motion was made to pay the Conference Coordinator \$1000 and to retroactively pay \$1000 to last year's coordinator. The funds would come from the VLC budget. The motion passed.
8. Representative to National library Legislative Day - VLA needs to send someone with Marti Reid. Gail Weymouth was nominated. She will cover her own expenses.
 9. Statewide Library Marketing (Marti Fiske) –
 - a) Marti suggested that VLA sponsor snapshot days. We could produce and place advertisements on WPTZ or WCAX. Each stations estimated that a 30 second commercial would be approximately \$250-300 to shoot and about \$700 for airing once daily during the morning news for a week. Marti requested that funds be allocated for marketing purposes. A motion was made to approve up to \$3000 and it passed. Chris Frieze stated that the DOL would also make a contribution to this effort.

The next meeting is on January 11, 2011 at the Mid-State Regional Library, Berlin.

Adjourned 12:15