

OLA Executive Board Meeting Minutes
October 5, 2012
Eugene Public Library
Eugene, Oregon
10:00 am – 3:15 pm

Present: Aimee Meuchel (OYAN Co-Chair), Traci Glass (OYAN Co-Chair), Laura Madsen (Member-at-Large), Anne-Marie Deitering (ACRL Chair), Hannah Gascho Rempel (ALA Representative), Margaret Harmon-Myers (SSD Chair), Jane Corry (CSD Chair), Shirley Roberts (Association Manager), Liisa Sjoblom (Treasurer), Emily Papagni (Membership Chair), Penny Hummel (Vice President/President-Elect), Michele Burke (President), Brian Greene (Secretary), Garrett Trott (2013 Conference Chair), Ruth Murray (OASL Past President), MaryKay Dahlgreen (State Librarian), and Su Liudahl (PLD Chair).

Attending Virtually: Susan Stone (OASL Co-Chair), Janet Webster (Library Development & Legislative Committee Chair), Eva Calcagno (Resource Sharing Taskforce), Arlene Weible (Representing the State Library).

Guests: Joe Mansfield (Wells Fargo representative)

Introductions

Michele called the meeting to order.

August 24th Minutes – Michele Burke/Brian Greene

Michele presented the minutes from the August 24th meeting and asked if there were any amendments. There were none.

Motion to approve the minutes as submitted.

Motion: Penny Hummel
Second: Laura Madsen
Motion carries unanimously

Weeding OLA Videos – Michele Burke

Michele presented description of dated videos stored at the State Library and the State Library's offer to dispose of them for OLA.

Motion that OLA accept OSL's gracious offer to dispose of videos for us.

Motion: Penny Hummel
Second: Liisa Sjoblom
Passed unanimously

OLA Quarterly Editor – Michele Burke

A new editor is needed as Kari Hauge has moved out of state. Sara Kelso's name has been put forward to take over as editor, with Kari to offer guidance. Consensus that Michele could and should appoint Sara.

Mission Statement – Jane Corry

A group was formed at the annual retreat to propose revisions to the OLA mission statement. Their work was guided by the work done at the retreat.

Question about whether the leading “OLA:” is intended to be included, as worded in the proposal. Suggested that the colon be interpreted as 'equals'. Discussion as to the wording; does it read like a mission statement? Agreement that it does.

Motion that OLA adopt the following as its new mission statement: “OLA provides advocacy, education, leadership and collaboration to continually strengthen Oregon's libraries and the communities we serve.”

Motion: Penny Hummel

Second: Laura Madsen

Motion carries unanimously

Advocacy Taskforce – Michele Burke

Michele explained why it is on the agenda: prompted by a discussion at the retreat, where the idea for a taskforce was suggested as a potential way to proceed. In addition, advocacy is a part of our mission. Penny described how it is a timely issue in part because of pending changes to PERS which are likely to increase the financial burden on public entities, potentially squeezing budgets even further. It was suggested that a task force could study the issue and recommend subsequent action. Question about the role the legislative group might play in this. It was pointed out that their effort is focused on legislation, whereas advocacy could or should potentially be broader.

Liisa Sjoblom suggested a taskforce could research and define what advocacy means to us, and make a recommendation regarding the soundness of establishing an Advocacy Committee. Consensus that this would be a good approach. Several names were discussed as possible participants.

It was suggested that the taskforce get input from the Oregon State Library and look at ALA regarding advocacy efforts and what may be missing. Emily pointed out that OLA could be a resource for libraries facing budget challenges.

ACTION:

Michele will contact potential individuals to find a chair for the taskforce and work with that person to establish the task force, identify participants and communicate its charge.

Investment Policy Presentation – Liisa Sjoblom

Prompted by Shirley's work with the OASL merger, which identified a need to establish investment policies. Joe Mansfield from Wells Fargo (where some of OLA's funds are kept) was invited to present on the topic. He noted three primary questions to ask in relation to fund management:

1. What is the purpose of the money?
2. What's the timeframe? (Short-, intermediate- and long-term)
3. Are additional inflows expected (donations, etc.)?

Presentation primarily speaks to funds designated with a long-term timeframe.

While minimizing risk is a concern, he noted that a fiduciary can be too conservative and lose money simply through low-returns combined with inflation. He explained different asset classes, measures of their performance and the benefits of diversification. Discussed insurance for Board members and those involved in overseeing funds.

Investment Policy Taskforce – Liisa Sjoblom

A taskforce has been established to draft an investment policy for the Board's consideration as well as review where current funds are kept. Liisa Sjoblom is the Chair. Potential participants were suggested.

Treasurer's Report – Liisa Sjoblom

Income from dues and the conference was above expectations (101% of budgeted). At the same time, expenses were below expectations, including Memberclicks, legal, board travel, and several standing committees. As a result, net income was about \$4,530.14. This meant we did not have to draw on equity to balance the 2011-2012 budget. Liisa brought to the board's attention, when reviewing the Enterprise Fund Report, that some of our OLA units experienced a net loss this year due, in large part, to decreased pre-conference attendance. However, the balance forward for all of them is still to the positive. Discussion about using funds budgeted for board travel to pay for substitute librarians to encourage participation from OASL representative.

2012-13 Budget – Shirley Roberts

Income forecast was essentially unchanged from previous draft. Regarding expenses, we expect an increase in tax preparation services as well as an increased allocation for Shirley in consideration of additional work resulting from the OASL merger. Decreased the allocations for Memberclicks; increased funds for retreat; added \$1,000 for potential advocacy. Discussion about the status of the branding project – proposed budget has a \$1 placeholder, but it's been completed and may not be necessary. Explanation as to how donations earmarked for scholarships will be tracked. Discussion regarding the funds for the Quarterly budget line – revised to \$4,100.

Overall, a draw on equity of approximately \$10,000 may be required to balance the budget. Emphasis on the importance of the conferences as a revenue generator.

Discussion about the budget impact of the branding project (new banners, brochures, etc.) on the units. Noted that each unit can decide whether or not to use the new logo and/or recreate marketing materials. Decision to move \$200 from the Membership Committee to the marketing line.

Motion to approve proposed budget as amended.

Motion: Penny Hummel

Second: Su Liudahl

Motion carries unanimously

OASL/OLA Merger Report – Shirley Roberts

The merger is close to being complete. Need to wind down OASL website at the end of October (after the OASL conference) and work through some procedural changes regarding membership renewals for OASL members.

Discussion about the need to determine how OLA should handle OASL members with lifetime

memberships.

Motion that OLA honor life memberships earned by OASL members.

Motion: Brian Greene
Second: Liisa Sjoblom
Motion carries unanimously

Discussion about OASL's business members. OLA currently doesn't have any business members, perhaps because dues for businesses are currently \$200. OASL's business dues are \$50, which OASL work into conference registration fees. Discussion about the benefits of encouraging businesses/vendors to participate via a basic (i.e. no voting rights and limited benefits) membership.

Motion that we modify the basic institutional membership category to also include businesses.

Motion: MaryKay Dahlgreen
Second: Penny Hummel
Motion carries unanimously

This revision will then provide for a Basic Business/Institution membership at \$50. Retaining the sustaining business membership at \$200 and the full institution membership at \$150.

Public Library Standards – Su Liudahl

The public library standards group held their first meeting yesterday. Affirmed their basic purpose: to establish accreditation standards, while clarifying that failing to meet the standards will not be tied to specific consequences. Reviewed existing standards. Established a process for moving forward. Committee includes broad geographic representation from different size libraries. Minutes from their meetings will be posted on the website. Their next meeting is Nov. 16th.

2013 Conference Update – Garrett Trott

Deadline for submissions has passed and the Selection Committee is meeting on Oct 17 to select from proposals for breakout sessions and pre-conferences. Each organization will have a single lunch, with OLA scheduled to have lunch on Thursday and WLA on Friday. As such, OLA participants will be responsible for their own lunch on Friday. Pointed out that Friday's lunch period could be used for OLA unit meetings. However, our contract restricts food onsite to that provided by the hotel.

Reiterated the need to mentor individuals to participate in the Conference Committee to gain experience and groom potential future Conference Committee chairs.

2014 Conference Update – Penny Hummel

Actively seeking a Chair for the 2014 Committee.

State Librarians Report – MaryKay Dahlgreen

Announced that the new manager of Government Research Services for the State Library is Marjorie Harrison. Her hiring enables Arlene Weible to focus on her responsibilities with the state-wide databases, Libraries of Oregon and resource sharing.

Noted that a successful Children and Young Adults Institute was held at Menucha for staff of small rural librarians who don't have a professional degree and work with children and young adults. Also noted that the State Library will be providing some staffing for the legislative library again this year.

Reported that she participated in a community meeting in Douglas County regarding the future organizational structure of the library as they are considering having the museum oversee the library. She also met with Rob Saxton, who is the new state-wide deputy superintendent of public education. Lastly, she is representing libraries on the Early Learning Council work group, which is putting together Oregon's new early childhood system. This is an opportunity to ensure libraries are included as part of the solution.

Taskforce on Statewide Legal Information – Janet Webster

Counties are obligated to provide law library services to their communities. However, recent legislative changes make the funding to carry out that responsibility vulnerable. A group including Janet submitted draft language by the Sept. 17th deadline that proposed a new model for funding law libraries. At the same time, a taskforce chaired by the State Law Librarian, Cathryn Bowie, will be looking into how that model might work. A new model has the potential to increase the role of public and academic libraries in providing resources.

Shared Resource Borrowing – Eva Calcagno

Presented draft participation forms and logo. Reported that the project was presented to the public library directors and ACRL-OR Board and was favorably received by both. The pilot project is scheduled to start January 1, 2013. Forms will be made available on the Oregon State Library website in October or November.

ACTION:

Brian Greene will take to the upcoming OCCLA (community college library directors) meeting as an information item and provide Eva with any feedback the group might have.

Unit Reports

Oregon Association of School Libraries – Ruth reported that their annual conference is in Seaside next week. The theme is Making Connections.

Oregon Young Adult Network – Aimee reported that their Executive Board meeting was held Sept. 14th and that their quarterly workshop is in Tualatin on Oct. 26. The theme is Sex in the Library.

OLA President – Michele reported that a group is meeting about the status and future of the OLA archives at the State Library.

Membership Committee – Emily reported that they are keeping the website list of volunteer opportunities up to date; units that need volunteers, send a brief job description to Emily. In other news, they recently started putting profiles of OLA members in the Hotline.

The committee is working with Connie Anderson-Cohoon to plan the membership involvement session at the annual conference. Suggestions of potential panel members should be sent to Emily. . They are also in the process of developing a proposal for a new mentoring program for OLA that will likely come before the Board at its December meeting. Finally, they are putting together a display for the OASL conference.

Public Library Division – Su reported that there were 47 attendees at the public libraries directors

meeting in September. The division's focus has been on the Public Library Standards and preparing for the 2013 OLA conference. They will host a reception instead of a dinner this year because it's a joint conference.

Children's Services Division – Jane reported that CSD held its Board meeting this week. Their fall workshop is Oct. 27 in Hood River. They are working on revising their By-Laws. They recently voted to send a representative to Legislative Day in Washington D.C. Looking to implement term limits for the Lampman Committee because it is so popular and can be used as a recruiting tool for further participation.

Support Staff Division – Margaret reported that two SSD board members will be attending the OASL conference. Submitted conference proposals to co-sponsor sessions with Gale and the Washington State Library. Working on Priddy Grant proposals.

ACRL-OR – Anne-Marie reported that their annual conference is Oct. 25 & 26 at Menucha and the theme is Libraries Out Loud.

At-Large – Laura reported that she recently started a 'Library Olympics' and invited elected officials to come to her school throughout October to present on information literacy.

The next meeting is December 7 in Corvallis at OSU.