



North Dakota Library Association  
*Established 1906*

NDLA Executive Board Meeting  
University of Jamestown, Jamestown, ND  
November 21, 2014

Members Present: Greta Guck, Wendy Wendt, Mary Lorenz, Mike Safratowich, Victor Lieberman, Tina Grenier, Alicia Kubas, Bonnie Krenz, Janet Anderson, Anna Blaine, Rita Ennen, Paulette Nelson, Trista Raezer, Melissa Lloyd, Mary Sheahan, & Mary Soucie.

Not Present: Marlene Anderson, Laurie McHenry, Aubrey Madler, Kerianne Tyler, Anna Lynch, Laurie Robertsdaahl, Greg Gilstrap, & Ann Pederson.

I. Call to order

President Guck called the meeting to order at 10:13 am.

II. Introductions & Housekeeping

President Guck reminded the Board that meeting reimbursements need to be submitted soon. Lunch will be in the served in the Campus Lunch Hall.

III. Additions to Agenda

There were no additions to the agenda. President Guck called for a motion to approve the agenda. V. Lieberman made the motion. Seconded by M. Safratowich. Agenda approved.

IV. Approval of Minutes

- President Guck asked for a motion to approve the Sept. 17, 2014 Pre-Conference Executive Board meeting minutes. V. Lieberman made the motion. Seconded by Melissa. Minutes approved.
- President Guck asked for a motion to approve the Sept. 19, 2014 Post Conference Executive Board meeting minutes. Tina made motion. Seconded by Alicia. Minutes approved.
- President Guck asked for a motion to approve the Executive Board Electronic minutes. V. Lieberman made the motion. Seconded by Tina. Minutes approved.

V. Treasurer's Report

Final report as of November 18, 2014. NDLA is showing a balance of \$88,077.79 (this includes the Bremer grant money). Our fall conference was profitable this year at \$9,922.18. Not all the Flickertale money has been turned in at this time so that amount could change. All requests for reimbursement should be sent in by next week.

VI. Old Business

A. NDLA's Compliance with IRS Lobbying Regulations by 501(c)(3) Tax-Exempt Organizations

- It was suggested that NDLA get a break-down of expenses from JM Strategies by tasks they do, mailings, paid staff, media ads, publications, grants for other lobbying, seminars, etc. This would make it easier to fill out our tax return for the 501H election. K. Steckler said this won't be a problem as long as JM Strategies knows about it.
- \$3500.00 is a safe amount to spend regarding the 501H election.
- NDLA will keep doing tax returns the same way as usual.
- JM Strategies said the amount could increase if they outsource anything, for example if they ask a company to draw a logo for NDLA as part of strategic planning.
- The contract with JM Strategies goes through the legislative session. They could ask for money in the off-year for email action alerts before the session convenes. V. Lieberman thinks JM Strategies would help NDLA with messaging, getting the word out to legislators, help NDLA get ready for the next session. It would not be the same level of assistance but NDLA would have to pay JM Strategies if we want them to help during the off-year.
- K. Steckler thinks we should pay the whole amount, \$3500.00, in January.
- The vote was for a one-year contract, to be reviewed at the end of the legislative session. At the spring NDLA Executive Board meeting, we will decide if we want JM Strategies to continue work during the off-year.
- K. Steckler will ask JM Strategies to reword the last paragraph of the contract to say that NDLA will pay the full amount in January and to include language of what items the lobbyist will do in the contract. M. Safratowich will send K. Steckler wording to include in the contract so documentation from JM Strategies would go right to the tax preparer.
- President Guck will sign the contract when it is ready.

B. Executive Board Handbook Revisions

A review of the Executive Board handbook has been done and the Board needs to approve the changes. The Board is discussing the Executive Secretary's contract and performance in New Business later today. Since there may be additional duties added to the Executive Secretary's contract, a copy of all revisions to the handbook will be sent to Board members. A vote will be taken later regarding these revisions.

VII. New Business

A. Approval of Operating Budget

- There is a correction under Health Science: it should read \$170.00 in the last column not \$920.00.

- The public relations line item will be removed from the budget because this is part of the Executive Secretary's duties.
- Remove external audit line. A grant may require an audit or if NDLA's reporting is in significant error.
- Some items on the annual budget and conference budget were rearranged so they came out of the budget that best represented their purpose.
- President Guck asked to attend ALA conference this year because her president-elect year was skipped and going to ALA is part of that office.
- Discussion of if conference fees should be raised, fee was \$130 in 2014.
  - Increase in fees would enable NDLA to draw more expensive speakers & better programming.
  - Keep NDLA from losing money at conference.
  - Some venues are more expensive than others (Alerus-GF).
  - Book more authors at conference.
  - Enhanced conference may encourage more members to attend.
  - NDLA is a non-profit organization.
  - The question was raised if the grassroots grant could be raised to \$260 to cover the cost of the conference.

After discussion, it was decided to keep the conference fee at \$130 for the 2014-2015 year.

President Guck asked for a motion to approve the operating budget. W. Wendt made the motion. Seconded by P. Nelson. Motion carried, operating budget approved.

## B. Conference Updates

### 1. Bismarck Evaluation: Feedback from evaluations.

- Preconference with Warren Graham was excellent.
- Postconference was not well attended.
- Biggest downfall was the facility itself.
  - Session rooms were too full.
  - Banquet room & vendor room had to be switched.
  - More school library programming – SLAYS can get suggestions from school librarians & could sponsor a program.
- Need to encourage more variety in programs (it's intimidating to present at conference for many – members need to think about what they have to offer).
- Encourage members to bring ideas from other conferences.
- Need to be sure venue is handicap accessible.

- Vendors were unhappy due to the lack of communication. A. Peterson did an excellent job coordinating the whole conference, vendors included.
2. Valley City/Jamestown 2015
- V. Lieberman requested a conference budget of \$30,000 for the 2015 conference.
  - W. Wendt is working on getting vendors lined up for the conference. Please send your reps contact information to her.
  - Can something special be done for long-time vendors? It was suggested a badge be placed on their table with the number of years they have been at NDLA.
  - The budget needs to be completed by the NDLA spring IVN meeting so it can be approved.
  - Suggested conference theme is: The Idea of the Library: Service, Collections, and Solutions. V. Lieberman is trying to get historian, Jacob Soll, author of *The Information Master* as the keynote speaker.
  - M. Soucie & P. Nelson are planning a preconference on a Mini Maker Faire. More than one preconference would be preferable, please work with Donna James on continuing education when planning your preconference.

President Guck asked for a motion to approve the conference theme. P. Nelson made the motion. Seconded by M. Safratowich. Motion carried. Conference theme approved.

Auction proceeds last year (2014) were \$1075.00 and these proceeds went to the professional development fund. Auction proceeds usually go to the professional development fund.

W. Wendt made a motion that auction proceeds from the Valley City/Jamestown conference go to professional development. T. Grenier seconded. Motion carried.

### 3. Dickinson Conference 2016

The contract was approved at the last Executive Board meeting and has been sent back to hotel for their signature. The hotel will send the signed copy to us.

### 4. Grand Forks 2017

President Guck will work on the hotel contract for this conference. The Canad Inn is very nice, NDLA got the state rate last time the conference was in Grand Forks, it was expensive but since the Canad Inn & Alerus Center are connected it's a better choice than going between two hotels as was previously done in Grand Forks.

### 5. 2018 Location Ideas

- a. Minot
- b. Fargo

President Guck adjourned the meeting for lunch at 12:05 pm.

President Guck called the meeting back to order at 1:14 pm.

### C. Raising Membership Fees

Discussion ensued as to whether NDLA should raise its membership dues, currently at \$35 for a professional. A survey of other state associations was done and NDLA has the lowest membership fee. Last increase was in 2000. Another option would be to increase vendor fees with possible vendor appreciation gifts and a hospitality room at conference for them.

- What would an increase in dues bring to NDLA?
- Would we price people out?
- Need to consider financial circumstances of all members-what might be okay for some may not be for others.
- Could the dues be changed to income-based dues like MPLA? Would be on honor system for members to pay correct due amount.
- A survey of the membership could be done to get feedback on this issue.
- Need to show people the value of being a member of NDLA. Currently NDLA members can get a discount at Drexel University and on AAA membership.
- What new ideas can we bring to the membership to justify the dues increase?
  - Have 1-day paraprofessional events like an IVN meeting.
  - Continuing education events for school librarians.
  - Career Day- invite different library schools to talk with people about their programs.
  - Virtual visits.
  - Nebraska offers free webinars & tech talk on Fridays.
  - MPLA is looking into bringing the conference to members who can't attend in person.
  - Cooperative programming ventures with other states and/or Canada.
- How can we promote these ideas?
  - Create an NDLA brochure and poster to display in libraries, banner for institutional members to exhibit.
  - Redesign the NDLA website-possibly could hire a professional web designer if dues were increased.
  - Library directors can send letters to all employees, advocating for new NDLA members.
  - More networking.
    - Spring section meetings or regional events for NDLA meetings (Fargo, Minot, & Dickinson regions).

- Perhaps NDLA could pay for refreshments for such an event.
- Invite NDLA members and prospective members.
- Better communication between past Chairs and new Chairs.

President Guck and T. Grenier will take on the initiative of finding ways to put more value into NDLA membership and the Executive Board will revisit the topic at the spring meeting. M. Soucie will put information in the Flickertale newsletter as it becomes available. Information on a dues increase would need to be published in the Good Stuff.

#### D. Executive Secretary Position Changes/Review

Last year, NDLA became concerned as to whether the Executive Secretary position was an independent contractor or an employee. The Bulie Law Office was consulted and they reviewed the current contract and policy manual. Parts of the contract were written more for an employee rather than an independent contractor. Some changes have already been made by the CB&P Committee, and others (contract will read-task list rather than chronological guidelines, travel expenses will not be reimbursed, relationship between parties considered contractual) will be changed before the current contract is up and then passed on to CB&P before going to the Executive Board for approval.

President Guck called for a motion to move into closed session. V. Lieberman made the motion. Seconded by P. Nelson. W. Wendt recused herself. Motion carried. Executive Board moved into a closed session at 2:59 pm.

President Guck asked for a motion to move out of executive session. V. Lieberman made the motion. Seconded by M. Safratowich. Motion carried. Executive Board moved out of closed session at 3:30 pm.

President Guck called for a motion to extend the contract of Executive Secretary to Laurie Robertsdaahl. P. Nelson made the motion. Seconded by M. Lorenz. W. Wendt abstained. Motion carried.

#### E. Reevaluating the Structure of NDLA

A discussion was held regarding an evaluation of the structure of NDLA, some comments included:

- It's hard to get a full slate of candidates for executive board officers, section & round table chairs/chair-elects for elections.
- NDLA has a large Executive Board for a small state.
- Committees & roundtables are not included on executive boards in other states.
- Nonelected chairs wouldn't have to attend all board meetings-many associations only have voting members attend board meetings.
- NDLA is not a big association-are we going to run out of people to serve?

- NDLA has had a lot of retirees recently-new members are acclimating to their new positions, will get into the state organization in a few years.
- Need to look at policies-possibly update with a fresh look.
- Make how we do business more enticing to newcomers.
- Encourage Chairs of Sections & Round Tables to mentor their members.
- Find ways to get people in the field to think about pursuing a position within NDLA.
- Have expectations for members who receive continuing education (leadership institute) funding from NDLA.

A decision was made to continue this discussion and focus more on recruiting and marketing for NDLA (what do you want NDLA to do for you, why did you join NDLA).

#### VIII. Board Reports

Thank you to Phyllis Bratton & the University of Jamestown for hosting this meeting. Applications for iLead USA will be up soon and distributed through email.

#### IX. Next Meeting

The next Executive Board meeting will be via IVN in March 2015. Friday seems to be the preferred day of the week. A doodle poll will be set up to figure out the date.

#### X. Adjourn

President Guck called for a motion to adjourn the meeting. W. Wendt made the motion. Seconded by V. Lieberman. Motion carried. Meeting adjourned at 4:03pm.

Respectfully Submitted,

Mary Lorenz  
NDLA Secretary