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**Executive Board Meeting**

**August 12, 2016**

**Worcester Public Library**

**10 a.m**.

**Meeting Minutes**

In attendance: Jennifer Pike (Treasurer), Alex Lent (Vice President), Larissa Farrell (YSS Chair), Ruth Urell (ALA Chapter Councilor), Laurie Lessner (Membership Chair), Nancy Sheehan (PR Committee), Jocelyn Tavares (PR Committee), Susan McAlister (Legislative Committee), Sharon Shaloo (Massachusetts Center for the Book), Katie Lewis (TTSS Chair), Sonny Vandermark (Archivist)

**Call to order** – Alex Lent 10:11 a.m.

**Announcements**

With Eric Poulin and other members of Eboard stuck in a huge traffic back up on I-90, and Nanci in the hospital, Alex convened the meeting.

Approval of minutes of June 19, 2016 (action)

Motion to approve – Susan McAlister. Second by Ruth Urell. Approved as submitted.

**President’s Report**

No report

**Vice President’s Report**

Alex was a judge with the Mass Book Awards and attended NELA’s Advocacy Summit.

**Treasurer’s Report** (action)

Jennifer handed out the treasurer’s report and explained conference invoices are mostly paid. She will confirm with Jen Zolkos to see if there are still any outstanding invoices. Income from conference is not available yet. Jennifer has no particular areas of concern with where we are financially at this time.

Motion to accept the report as submitted – Susan McAlister. Second by Ruth Urell. Report accepted.

**Association Manager Report**

None

**Old Business**

MLA Strategic Planning Retreat is Friday, September 23, from 10 AM – 3 PM at Tower Hill Botanic Garden. Eric Poulin and Alex Lent are working on an agenda for the retreat. They will also be working on a way to get feedback from people who are unable to attend the retreat. An information packet with timeline will be sent out to participants ahead of the retreat.

**New Business**

Alex Lent acknowledged that the Massachusetts Center for the Book survived the Budget Override crisis and thanked the Legislative Committee for all of their leadership and advocacy efforts throughout the entire Override event. Most of the library lines were restored.

**Social Media Task Force**

Laurie Lessner brought up the idea of the task force to tie social media as a benefit to MLA membership, in addition to getting clarity on who is responsible for posting and keeping MLA’s social media message consistent and ongoing. Sonny Vandermark and Ruth Urell had started this task while Ruth served as MLA president, but their recommendations were never brought to Executive Board.

Susan McAlister moved to create a Social Media Task Force led by Laurie Lessner. Ruth Urell seconded it. Motion carried.

Sonny and Ruth will send Laurie their past notes and work for her to build on what was started.

**Committee Reports**

* Conference
* By‐Laws
* Intellectual Freedom/Social Responsibilities
* Jordan Miller
* Legislative

The Committee has started meeting for the new fiscal year in July, and members participated in the NELA Advocacy Summit as well as the Joint MLA Legislative, MLA PR and Statewide PR Advisory Committees Meeting. Lots of ideas shared. Next Legislative Committee meeting is the last Friday in August at the Wareham Public Library.

Legislative Committee wants to focus on using getting a core group of advocates (including the public) to rally around alerts with Engage; educating Library Directors what they can do; Targeting Trustees; Continue meeting with high ranking members of the Legislature; Possible conference topics targeted to Trustees/Friends and other library stakeholders.

Ruth Urell added discussion of the ALA’s Libraries Transform Campaign as something MLA may wish to implement as part of its own advocacy campaign and cited Ohio as a success story. Ruth Urell also mentioned the Spark campaign as a way to get find and train our “next generation” of library advocates. These initiatives were possible items to be included in the Strategic Plan, as well as brought to the Executive Board for the October meeting.

* Massachusetts Center for the Book
* Membership

Laurie Lessner reminded everyone of the next Meet & Greet on Friday, August 26 at 7:30 at Angelo’s Coal Fired Pizza in Quincy.

* Personnel/Education
* Public Relations

**Section reports**

* Paralibrarian
* RUSS
* Technical services

Katie Lewis from BC Law Library introduced herself as the new Chair of Technology and Technical Services Section and emphasized the section’s interest in integrating technology into the section. She is welcoming any program suggestions. The section will be meeting soon.

* Youth Services

**Liaison reports**

* ALA Councilor

Ruth Urell shared the different Resolutions resulting from the ALA Annual Conference in Orlando.

* MBLC

Ruth Urell gave the MBLC report on Dianne Carty’s behalf.

ARIS opened on July 1. State Aid continues in September 2016. Comment period had been extended. The Construction Program remains active with Reading Public Library and Shrewsbury Public Library opening in the Fall of 2016.

MBLC is starting its Strategic Planning Process and looking for a facilitator for the Fall/Winter 2016. More information to come.

MBLC is planning a Statewide Maker Day for all libraries in the Commonwealth on Friday, March 23 and Saturday, March 24. They want a loud and visible day with lots of public awareness of all that goes on in our libraries. Ruth was asking for MLA to be a co-sponsor of this project.

Nancy Sheehan moved for MLA to co-brand Statewide Maker Day. Susan McAlister seconded. Motion passed.

* MLS
* MSLA
* NELA

Ruth Urell moved to adjourn meeting. Susan McAlister seconded it. Meeting Adjourned at 11:45 p.m.

Respectfully submitted

Jocelyn Tavares