



**Administrative Board Meeting**  
**Wednesday, November 13, 2019 at 10:00am via conference call**  
**Minutes**

Attending: Esme Green (President), Nora Blake (Vice President), Will Adamczyk (Past President), Bernadette Rivard (Treasurer), Noelle Boc (Secretary), Rebecca Beckley (Association Manager)

Call to Order at 10:05am

- **Motion to approve minutes from previous meeting** [September 6, 2019]. Note need to make correction to a couple of misspelled names. Motion to approve the amended minutes made by Bernadette Rivard and seconded by Will Adamczyk. All in favor.

**Treasurer's Report**

- In regards to MLA's taxes, we filed for an extension and have until May to get them in.
- FY21 budget
  - \$95K is an estimate for our income from Wild Apricot.
  - We are checking on some of the numbers for membership—right now they look a little low.
  - Most of the sections/committees are planning on doing some kind of fundraising. The board will ask the sections to provide a bit of narrative about what kinds of programming they are doing. Sections should discuss with the Administrative Board how much they are charging for the event in their narrative with an idea of when the event will happen, what it will entail, etc. Discussion around how it might be a good idea to create a basic form for running a program which can include a calendar link so that different programs won't be running up against one another. Plan is to try to have this form ready by the December Executive Board meeting. We can send out an email to the sections with the pertinent questions so that they are prepared to fill out the form. We also want to prepare everyone to perhaps plan their programs to always take place the same month/time every year to be able to build a yearly schedule of events.
  - Conference budget: some items were not in the correct line items previously, so this year's budget is a better reflection of reality. Kristen's budget has now been added to the conference budget.

- Office budget: currently missing adding travel mileage for the Association Manager position, but will add that in.
- Missing ALA Councilor budget tab—we pay travel and registration for conferences for that position—so that expense will be added in.
- President’s travel should be under Office expenses; Esme is planning on going to National Legislative Day in Washington DC.
- Jordan Miller money should actually not be considered an expense since that comes out of a separate account.
- Legislative needs to let us know if the meals cost for Legislative Day is a net expense or if the CMLA and WMLA are booting in money we don’t know about.
- We are not sure if credit card fees numbers are accurate and how that will impact the budget.
- Going into the Executive Board meeting, we are pretty comfortable where we are at and have enough money in our cash reserves and investment accounts in case coverage becomes necessary.

### **Proposals from Kristen Collins**

- **Sponsorship Idea:** MLA can send out advertising to the membership from a conference sponsor for a fee. Basically a vendor will spend more money with us at conference to be able to have an email blast sent to members. When you renew your membership to MLA, you can answer the question of whether you would you be willing to receive advertising messages from sponsors as an opt in. Administrative Board is basically amenable to the idea. The idea will be run by Laurie Lessner from Membership to get input.
- **Website:** Kristen is willing to give us a proposal to redo the website. Wild Apricot is probably the best thing around for membership, but we could have a different website and link to Wild Apricot for membership, money, etc. We should probably have a website committee to oversee this with Rebecca being involved. Wild Apricot is unsatisfactory as a website. Do we have a budget for this? Might be a good idea to look at an event manager website to use for conference. Perhaps create the committee and have them look at other state associations to see how they have created their sites. We can always spend investment account money if this is a priority to do. Plan to create the committee at the December meeting and have them report back in February.

### **Association Manager’s Report:**

- Business cards are ordered and coming
- Membership and conference unpaid fees: if it becomes an issue, we may need to create a policy around it, but for now we think we shall leave the rare cases of abuse of the system alone.

### **Other Business:**

- YSS is doing their pet calendar contest.

- WGBH is interviewing about reactions to Macmillan. There has been contact but no one has heard back yet.
- Census: looking to pull people from the networks. Nora will look into being a member for MLA and WMLA. Also will involve the Public Relations Committee in it.

**Administrative Board Calendar Items from October:**

- Attend NELA Conference—it was great
- Attend MBLC Legislative Agenda Meetings
- Board Presentation from NELLs Graduates
- MLA Representation at Boston Book Festival—no one went from MLA
- Investment Committee Meeting: Deb Abraham and Ellen Rainville—see if they are still on the committee along with Bernadette and Nora and Esme. Jennifer Pike can be called for advising. Their spreadsheet to be added to the one we have.
- Committees, Sections should prepare Budget submittals

**Administrative Board Calendar Items for November:**

- 990 Form, PC Form and State Tax Forms due
- Administrative Board Conference Call Meeting
- Attend MSLA Conference—that's in March, not fall

**Other Notes:**

- Macmillan update: CEO's response has been unsatisfactory. A congressional subcommittee is looking into the situation.
- No update for Lynda.com
- Action Plan update: We will have sessions at the conference to work on this.
- Nominating Committee: Esme can appoint more people to the committee if needed. Need 2 or more candidates for ALA Councilor position. Send recommendations to Will.

Adjourn at 11:35am

Respectfully submitted,

Noelle Boc, MLA Secretary