

WASHINGTON LIBRARY ASSOCIATION

Board Meeting
Burien Library
November 21, 2003

Reported by Liz Hawkins

Attending:

John Sheller, King County Library System, President
Carolynne Myall, Eastern Washington University Libraries, Vice President/President-Elect
Carol Schuyler, Member Services Committee Chair
Wayne Suggs, Richland Public Library, Treasurer
Christa Werle, Kitsap Regional Library, Coordinator of Strategic Planning
Jennifer Merry, Sno-Isle Regional Library, Coordinator of Continuing Education
Troy Christenson, Eastern Washington University Libraries, Coordinator of Communications
Tim Mallory, Timberland Regional Library, Interest Group Coordinator
Gail Willis, Association Coordinator
Patience Rogge, Jefferson County Rural Library District, PNLA Representative
Carla McLean, Kent Regional Library, Alki Committee Chair
Martha Parsons, WSU Energy Library, WALE Chair
Evelyn Lindberg, Washington State Library, Webmaster
Tamara Georgick, Washington State Library, TRIP Co-Chair
Jonathan Betz-Zall, City University, ALA Chapter Councilor
Jeanne Steffener, Sno-Isle Regional Library, WLFFTA Chair
Laura Boyes, King County Library System, IF Chair
Marilyn Sheck, Seattle Public Library, TRIP Co-Chair; Grassroots! Secretary

President John Sheller called the meeting to order at 10:15 a.m.

President Sheller asked members of the Board to introduce themselves and comment on how WLA is a personal resource.

Changes to the agenda: Added PNLA Leadership Institute report as Item M.

Approval of the minutes of September 5 Board meeting. President Sheller corrected the minutes by adding "see Nov. 21 minutes" under the heading "Adopt the 2003-2004 Budget.

MOTION: Move to approve the minutes of the September 5 Board meeting as corrected.

Moved: Troy Christenson

Seconded: Wayne Suggs

Passed unanimously.

Treasurer's Report: Wayne Suggs reported that budget reconciliation is still underway. Wayne is still not receiving certain bank reports. He presented a balance sheet and an income statement, pronouncing, "the Association is healthy." He called attention to items overlooked in budget planning for 2004: FICA and L&I tax expense, Business License, online merchant account, and WLMA dues, and seed money for Conference expenses.

MOTION: Move to adopt the 2004 WLA budget of \$249,338 and release seed money for 2005 Conference.

Moved: Wayne Suggs

Seconded: Jonathan Betz-Zall

Passed unanimously.

Wayne asked the WLA Board to authorize applying for a credit card for Association use. Discussion included a suggestion for bonding the cardholders and that only two people should be authorized to use this

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card: Treasurer and Association Administrative Assistant. Wayne will apply and will investigate bonding for the two authorized.

MOTION: Move to apply for a WLA credit card.

Moved: Wayne Suggs

Seconded: Troy Christianson

Passed unanimously

Wayne suggested that deadlines be added to the procedure for contracting with presenters. Presenters will be required to turn in requests for reimbursement for expenses by a set deadline and will be required to cash the payment by a set deadline.

MOTION: Move to establish on the contract for presenters a thirty (30) day deadline for submitting requests for reimbursement and a thirty (30) day deadline for cashing the payment check.

Moved: Wayne Suggs

Seconded: Jennifer Merry

Passed unanimously.

OLD BUSINESS:

Interactive Web Site: Evelyn Lindberg demonstrated her work creating an interactive web site for WLA registration and fees. Members of the Board were quite impressed and suggested several ideas to enhance the page. These were referred to the Members Service Committee.

2003 Conference. Gail Willis reported for Kristy Coomes that the conference realized \$7,606.85 in profit. A full report will be submitted in January 2004.

2003 WALE Conference. Chair Georgina Rice submitted a written revenue report on the October 2-4 Yakima conference. Martha Parsons reported the conference was successful though attendance was low with 184 attending.

2004 Conference Report: Sandy Carlson sent a written report with the following highlights: keynote speaker probably Steve Hanamura, children's author Gail Carson Levine, social events at Ohme Gardens and a dinner cruise on Lake Chelan.

2005 Conference Report: Mike Wirt sent a written report outlining projected conference revenues and expenses and a proposed budget of \$22,694 in expenditures. He requested release of Conference seed money.

MOTION: Move to release \$5,000 seed money for 2005 conference.

Motion: Tim Mallory

Seconded: Troy Christenson

Passed unanimously

2004 PLA Booth. John Sheller reported on the committee's work including a \$250 fee for phone line to enable credit card payments and selecting the location for the WLA booth.

Interim Report Academic Dues Task Force. Carolynne Myall reported an increase in membership among the institutions of higher education. However, the 4-year baccalaureate schools have dropped out which accounts for a net reduction in revenue. The committee is still gathering information and will call academic library directors and the iSchool.

Board Members Term Draft. John Sheller reported this information would be posted on the WLA web page.

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Five Star Presentations. Tim Mallory reported that WALT would present this program at the Spring Board Retreat. Discussion explored CE credit and costs.

NEW BUSINESS:

WLA Logo Letterhead Templates. Troy Christianson presented four samples to consider as WLA letterhead. He proposes making the template available online to enable officers to use it for association business. Many questions were asked, several suggestions were made, a number of new ideas proposed. Troy will bring revisions back to the January meeting.

Ariel Consortia Possibility. Troy Christianson demonstrated Ariel software that, in effect, serves as an email fax machine. The company would make it available to WLA members at a 20% discount as a member benefit. Many other organizations do this and WLA could actively recruit businesses and organizations to offer members' benefits. Discussion concerned implied endorsement, WLA's position on not endorsing, and making membership information available to a company. The issue was forwarded to the Member Services Committee.

New Member Challenge. President Sheller challenged each officer and chair to recruit one member. He'll ask for a report at the next meeting.

IG Member Challenge. President Sheller challenged each officer and chair to join all Interest Groups.

Web Page Board Proposal. Tamara Georgick presented an idea for a Web Page Advisory Committee. She'll bring to the next meeting a draft describing the committee's purpose, benefits, process and whether it should be ad hoc or standing.

Alki Name Change Proposal. John Sheller pointed out that 2005 would be the 20th anniversary of WLA's publication: Alki. Many people don't know what "alki" means nor, just from the name, do they recognize the connection with libraries. Perhaps a new name would strengthen the connection between the work of libraries and the publication. Following discussion, it was decided that the President will choose this topic for his column in the March issue, the question would be posed on the WLA list-serve and it would be brought to the membership at the annual meeting in August.

ADA Wording on Registration Forms. John Sheller called attention to the \$2 surcharge on workshop fees to cover any needed accommodations to comply with the ADA. He suggested that doing so calls undue (perhaps negative) attention to disabilities and the fee could be a hidden charge.

MOTION. Motion to removed the statement regarding the ADA surcharge and include that amount as a regular part of workshop registration.

Moved: Troy Christianson

Seconded: Christa Werle

Passed unanimously

2004 WALE Conference. Chair Martha Parsons announced the theme: Catch the Wave. She reported the budget was based on 200 attending this conference at Ocean Shores in October 2004. She asked for budget approval and seed money.

MOTION. Motion to approve budget for 2004 WALE Conference and to release seed money.

Moved: Wayne Suggs

Seconded: Carolynne Myall

Passed unanimously.

Statewide Marketing Campaign. Carol Schuyler reported that funding has been committed and a consultant would be hired. The committee is working to hone the vision: "The value and importance of

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libraries is recognized across the state.” Discussion included “what will be the product?” Perceived value? Increased use of libraries?

President’s Report. John reported that the Legislative Committee would meet in mid-December to consider the Association’s response to CIPA.

Member Services. Carol Schuyler submitted a written report and shared several ideas to encourage and increase membership: a framed membership certificate to institutional members; work with online registration system; advertise in Alki to encourage members, and continue to contact non-renewing members.

ALA Council. Jonathan Betz-Zall encouraged officers, chairs and members to share comments and concerns to carry forward. He commented on Attorney-General Ashcroft’s reference to “hysterical librarians” and ALA President Carla Hayden’s response that Mr. Ashcroft chose to malign librarians rather than address concerns about “probable cause.” ALA’s Social Responsibility Round Table is concerned about businesses that take public information and repackage it for profit. Concerns about that libraries moving to RFID (radio frequency identification) must face questions of lost privacy vs. lost items.

Intellectual Freedom. Chair Laura Boyes reported she is working to form a committee.

TRIP. Tamara Georgick reported she’ll have information at the January meeting on State Library sponsored CIPA workshops. She reported that grant money is available and the State Library is tallying responses to CIPA by Washington libraries.

Interest Groups. Tim Mallory reported the IG chairs are working on proposals for 2004 and on “Five Star Presentations.”

Public Relations. Troy Christenson reported that the P.R. Committee would meet with the Member Services Committee regarding a WLA presence at the NW Libraries Resource Sharing Group meeting.

Alki. Carla McLean reported that the December issue was sent to the printer. Editors are still looking for (hoping for) a writer for “Who’s on First?” an intellectual freedom column. The next issue looks at “non-librarian” librarians.

PNLA. Patience Rogge announced an increase in student membership. The Leadership Institute is scheduled for November 2004, and will be a weekend retreat with 36 attending.

WLFFTA. Jeanne Steffener reported on their newsletter and a Friends Forum with Grassroots! being planned for October 2004.

Continuing Education. Jennifer Merry reported that CAYAS sponsored “Baby Rhyming Time: Language, Libraries and Little Ones” in Spokane and in Issaquah. Also, Susan Barrett of the State Library has submitted a 2004 pre-conference proposal on the Washington Preservation Initiative and WALT will present Guila Muir’s “Five Star Presentations” at the WLA Retreat.

Strategic Plan. Christa Werle reported that she would update the Plan from the posted minutes of this meeting.

Nominations. Brian Soneda submitted a written report that the committee has recruited three potential candidates for each of the three open positions in 2004.

Good of the Order. ALA “Assimilating America” grant guidelines are available online. Contact Gail Willis for paper copies.

Next Meeting: January 23, 2004, 10 a.m. – 4 p.m. Federal Way Regional Library.

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Agenda items identified for next meeting:

Logo Letterhead

Interactive Website

Web Page Advisory Committee

The meeting was adjourned at 3:00 p.m.

Approved (date): _____

Liz Hawkins, Secretary

John Sheller, President