



**Board of Directors Meeting**  
**Friday, December 6, 2013**  
**Online Meeting via Blackboard Collaborate**  
**MINUTES**

**PRESENT: Board Members** - Jennifer Wiseman, Christine Peck, Nancy Ledebouer, Phil Heikkinen, Brianna Hoffman, Mary Wise. **Committee Chairs and Interest Group Representatives** – Brian Soneda, Richard Council, Ann Crewdson, Diane Cowles. **Staff** – Dana Murphy-Love, CAE, Kate Laughlin

**CALL TO ORDER - The meeting was called to order at 10:05 am.**

**President's Report** – Jennifer Wiseman reported that she has been trying to schedule a follow-up meeting of the Institutional Dues Task Force but there have been schedule conflicts. She also reminded everyone of the January 24 Legislative Day.

**Executive Director's Report** – Dana Murphy-Love reviewed the Dashboard Report noting that WLA's membership numbers are slightly higher than they were last year and the financial dashboard is looking good so far to budget.

**Membership** – Rhonda Gould noted in her report that her committee had not yet met but have scheduled a meeting for early December. They will be concentrating on the Library Ambassadors program, reciprocal membership with PNLA (similar to WLMA), retention of members, etc. Dana will send a list of dropped Institutional Members to the WLA Board. There was a suggestion made to consider adding a category of membership called Affiliate members – those who work with libraries such as lawyers, architects, etc. Dana noted that there is already a category for Business memberships for these folks.

**Marketing & Communications** – Richard Council reported that the latest issue of CONNECT went out yesterday and he was pleased with the diversity of articles submitted. The committee has also submitted the language for the piece to be developed to market ALKI Advertising. The M&C Committee also added 10 new members by going out to the WLA membership.

**Professional Development** – Annual Conference – in Joy Neal's absence, Kate Laughlin reported that she has been working with the Seattle7Writers and they are going to provide the Banquet Keynote – **"Across Genre Lines: A Conversation – featuring** Terry Brooks, Jim Lynch, Sean Beaudoin, and moderated by Jennie Shortridge. The authors will be dining at the President's Table. Sometime during dessert, we quietly outfit them with lapel microphones and those get turned on shortly before they meander on stage, perhaps carrying their drinks, still engaged in conversation. We have the stage set like a living room: a couch and couple chairs around a coffee table, maybe a potted plant & landscape painting. We have someone like Jennifer W or Rand S refresh their drinks as needed as we settle in to eavesdrop on an animated, cross-genre conversation with a Sci-fi legend, a PNW fiction favorite, and a fresh & funny YA author. They're all doing this as agents of Seattle7Writers, which as a non-profit puts all earnings toward efforts that "foster and support a passion for the written word." In negotiations with S7W, Kate suggested that we could spend up to \$5000, and reached an

agreement that whatever of that amount is not spent on their expenses will be donated back to WLA's Scholarship Fund, which is anticipated to be in the \$3000-3500 range.

Kate also reported that Ciscoe Morris is on-board to present the opening keynote on Thursday morning, \$1500, expenses included.

**Leadership** –Jennifer is drafting a revised committee description for the Nominations and Leadership Development Committee. Phil Heikkinen reported that later in the agenda there is a report on the Mentor Program, a collaboration between the Leadership is for Everyone (LiFE) and Student Interest Groups. There was a question about the requirements for applying for the PNLA Leads program. Phil will follow-up with PNLA to determine.

### **Board Initiatives**

*501(c)3* – Nancy Ledebauer reported that John George has made contact with an attorney who will be teaching a class on non-profits starting in January. They will use our proposed “WLA Scholarship Foundation” as a project and will help us complete all the requirements to apply for non-profit status through the IRS. Dana suggested that this would make a great article for ALKI. Diane Cowles will contact Joyce Hansen and suggest this. Dana agreed to help with this student project.

Nancy then reported that the only umbrella organization that she had found to help us collect tax-deductible donations was the Heritage Center Trust Fund. WLA would have to petition to have the funds allocated to scholarship and then petition to have the funds released to the WLA Foundation when it was created. There could potentially be some issues with this as we don't know if the donations could be made to WLA and then sent to the Heritage Center Trust Fund, or if the donations had to be made directly to the Heritage Trust Fund. The other option is to set up separate financial accounts in QuickBooks, take donations and apply them retroactively. It was the consensus of the board to go this route. Dana will work with Sheri to set up separate accounts.

**Treasurer's Report** – Phil Heikkinen presented the financials ending October 31, 2013. *Motion and second to put the financials on file. Motion carried.*

September 13, 2013 Board Meeting Minutes – *motion and second to approve the minutes as amended with the correct spelling of Anne Crewdson's last name. Motion carried.*

### **New Business**

*WLA Mentor Program* – a Board Proposal from Jennifer Fenton as representative of the Leadership is for Everyone (LiFE) Interest Group, and Caitlin Maxwell as representative of the Student Interest Group for a formal Mentor Program was reviewed. It was noted that the program requirements should be expanded to allow everyone in the library community, as some will want to go through career changes, etc. There is also a question for who and how matches will be made as that's pretty critical. Jennifer Wiseman will follow up with Jennifer and Caitlin to get these and other questions answered. She will also recommend that this become the joint project of LiFE and SIG. It was also noted that the Seattle Public Library has a great mentor application process that could probably be tapped to get some ideas.

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*Declaration for the Right to Libraries* – Jennifer Wiseman has been unable to find a coordinator for this project. Anne Crewdson and Christine will work with Jennifer Halai (Leg Day Coordinator) to have the declaration available for signatures during Legislative Day.

Fun Run – Brianna Hoffman reported that there will be a Fun Run/Walk during the 2014 Conference to benefit the WLA Scholarship Fund.

Next Meeting – Wednesday, April 30, 2014 – Wenatchee Convention Center.

There being no further business to come before the board, the meeting adjourned at 11:12 am.