



**Board of Directors Meeting**  
**Friday, September 13, 2013**  
**Online Meeting via Blackboard Collaborate**  
**MINUTES**

**PRESENT: Board Members** - Jennifer Wiseman, Christine Peck, John Fossett, Joy Neal, Nancy Ledebauer, Phil Heikkinen, Tim Mallory, Brianna Hoffman. **Committee Chairs and Interest Group Representatives** – Brian Soneda, Rand Simmons, Rhonda Gould, Richard Council, Robert Roose, Theresa Barnaby, Ann Crewsdon **Staff** – Dana Murphy-Love, CAE, Kate Laughlin

**CALL TO ORDER** - The meeting was called to order at 10:02 am.

**President's Report** – Jennifer Wiseman reported that she attended an excellent presentation by Mary Byers at the Chapter Leaders Forum in Chicago at the ALA Annual Meeting. Based on her presentation, Jennifer wants WLA to determine what benefits we offer, what benefits members actual use and then keep only the relevant benefits. Jennifer stated that she learned that Associations are now starting to take on models of business practices, rather than not-for-profit practices.

**Executive Director's Report** – Dana Murphy-Love reviewed the Dashboard Report noting that WLA's membership numbers are higher than they have been in the recent 10 years or so.

**Membership** – Rhonda Gould reported that her committee had not yet met but have scheduled a meeting for early October. They will be concentrating on the Library Ambassador's 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.

**Institutional Dues** – Jennifer noted that based on her participation in the Library Directors meeting in June, there were several suggestions for how WLA could improve the return on investment for Institutional Dues paying members:

1. *Market Segmentation Software Forum – perhaps as part of our conference*
2. *Assessment Tools*
3. *Statewide branding around Washington libraries*
4. *Early-learning in libraries campaign*
5. *Online courses*
6. *Leadership Academy – building leaders for libraries*
7. *Group buy approach to discount packages*

Benefits would then be earned by type of membership rate. Perhaps a Gold, Silver, Platinum level program.

It was suggested that WLA have grad students do research on benefits.

The following individuals volunteers to serve on a Task Force to explore member benefits for Institutional members: Nancy Ledebouer, Tim Mallory, Phil Heikkinen, Rhonda Gould.

**Professional Development** – Annual Conference Theme – Joy Neal presented the 2013 Conference Theme – *Spring Into Action – Let our Ideas Bloom*. Dana noted that it is no longer a best practice to have boards vote on themes or logos for conferences but to just announce the theme to the board and if there are any objections they can be made at that time.

**Leadership** – the new Leadership is For Everyone interest group will be working with the Student Interest Group on the Leadership Academy concept. Jennifer is going to draft a revised committee description for the Nominations and Leadership Development Committee.

### **Board Initiatives**

**Scholarship Fundraising Committee** – Nancy Ledebouer reported that there are some great fundraising ideas coming out of the committee. In order for members to take a tax write-off of donations, however, WLA needs to either form a separate 501c3 Foundation or change their tax status from 501c4 to 501c3. Nancy noted that if WLA were to change their status to a 501c3, it could limit our advocacy efforts. It was the consensus of the board to form a separate 501c3 Foundation. It was suggested that a student couple prepare the paperwork needed for the IRS. Funding for preparing and setting up the foundation could be taken out of WLA reserves if needed. Dana noted that this would be a good use of reserve funds. Nancy suggested that an interim foundation be used to serve as an umbrella so that WLA could start taking donations that are tax deductible. Nancy will follow up with Rand and Kristy Coomes to find out if the Friends of the Washington Libraries might be willing to act as the umbrella group.

**Treasurer's Report** – Phil Heikkinen presented the year-end financials ending July 31, 2013 noting that for the first time in many years, WLA turned a profit of about \$22,000. *Motion and second to put the financials on file. Motion carried.*

Phil then presented the financials ending August 31, 2013. *Motion and second to put the financials on file. Motion carried.*

June 21, 2013 Board Meeting Minutes – *motion and second to approve the minutes as presented. Motion carried.*

### **New Business**

**Declaration for the Right to Libraries** – Christine Peck reported that ALA is looking for a State Coordinator for this project. She suggested that WLA might have co-coordinators. There is a September 23 Webinar on how the project will be rolled out and what the role of coordinators are. Jennifer Wiseman will talk to Ann Crewsdon and see if she is interested. This would be a good leadership opportunity for someone.

Next Meeting – Friday, December 6, 2013 via Blackboard Collaborate.

There being no further business to come before the board, the meeting adjourned at 11:45 am.

