

Kansas Library Association Council
Annual Conference Meeting
April 8, 2011

Minutes

ATTENDEES: Cynthia Akers, Rob Banks, Carol Barta, Nona Barton, Sue Blechl, Richard Brookman, Jr., Jo Budler, Roger Carswell, Mickey Coalwell, Kathy Delker, Andrew Evans, Marc Galbraith, Kay Ghrum, Art Gutierrez, Cynthia Berner Harris, Cindi Hickey, Cindy Hittle, Connie Hocking, Jeff Imperato, Royce Kitts, Margaret Knecht, Dalene McDonald, Joe McKenzie, Ann Pearce, Emily Sitz, Denise Smith, Ken Werne, Harry Willems

The meeting was called to order at 12:05 p.m. by President, Emily Sitz in the Maner Conference Center, Topeka, KS. Council members and guests introduced themselves. There was no public comment.

Consent Agenda: Mickey Coalwell asked that the minutes for the January council meeting be removed from the consent agenda. Emily asked that all items be removed from the consent agenda.

Action: Kay Ghrum moved that all items be taken out of the consent agenda and to be addressed separately. The motion was seconded by Cynthia Berner Harris. There was no discussion and the motion carried.

Minutes from January 11, 2011 Council Meeting: Amended minutes for the January meeting were distributed to Council before the meeting. Further changes to the minutes included changing the title and a spelling check. There were no further additions or corrections.

Action: Connie Hocking moved the amended minutes be approved. The motion was seconded by Joe McKenzie. There was no discussion and the motion Carried.

Financial Report: Cynthia Berner Harris reviewed the third quarter financial reports which include revenue and expenses from July, 2010 through March, 2011. The current balance of \$97,589.98 includes conference revenue but not conference expenses. Conference registrations are less than budgeted but onsite registrations are not included in the total. Memberships are right on target. The LSTA grant has not been received because Royce has rewritten the grant proposal. The conference ran on lean operations so there is not a lot of expense. Online and credit card payments to KLA generate fees and there is a need for future task forces to manage and monitor those costs and processes. Legislative activities were not budgeted but were covered by the regional library systems. Speaker fees for the conference were approximately \$2,600. The State Librarian luncheon had a \$10 ticket and the State Library guarantees the costs. 400 conference programs were printed and they were all distributed at the conference.

Action: Denise moved that the financial report be approved. The motion was seconded by Royce Kitts. There was no discussion and the motion carried.

Proposed Budget: Cynthia reviewed the proposed budget for the next fiscal year. The proposal keeps conference figures the same except for sponsorship donors because that amount wasn't met for this conference. Membership figures are maintained at the same level. Advocacy will be built into the budget with the hope that will KASL will make a contribution. A \$5,000 transfer to the reserve fund will be budgeted. The budgets for attorney and accountant fees have been reduced. Some supply costs will be reduced. \$24,000 is being budgeted for payroll with the intent to pay for 20 hours per week which seems to be competitive for the Topeka market. A vectra support is being increased and a membership in the Kansas Center for the Book is also included. Conference expenses have been budgeted at the same level until the bills come in. The budget includes seed money for the next conference. It is a balanced budget. The Wichita conference will be more expensive. The conference manual might be paid out of the current budget or may have to be added to the next year.

Action: Royce moved that the preliminary budget be adopted and the motion was seconded by Ann Pearce. There was no discussion and the motion carried.

Election results: The election results and the report of the nominating (election) committee were presented by Denise Smith, Past President and chair of the committee. Other committee members were Jeff Imparato and Jason Coleman who prepared the meeting minutes. The online committee meeting was held in Elluminate and facilitated by Janelle Mercer. Denise reported that the election was conducted using Survey Monkey. The results of each election were revealed and the committee confirmed each election:

A. KLA main election:

- a. Second Vice-President: Cathy Reeves
- b. Treasurer: Candis Hemel
- c. ALA Representative: Robert Banks
- d. MPLA Representative: Dan Ireton
- e. Nominating Committee: Eric Gustafson, Carol Barta, Jean Hatfield

B. PLS:

- a. Chair: Gail Santy
- b. Vice-Chair/Chair Elect: Jeff Imparato
- c. Secretary/Vice-Chair Elect: Diana Weaver

C. CULS:

- a. President-Elect: Matt Pannkuk
- b. Secretary/Treasurer: Kristin Whitehair
- c. Nominating Committee: Gloria Creed-Dikeogu, Ray Walling, Susan Weisenberger

D. RIAT:

- a. Chair: Jeff Imparato
- b. Vice-Chair/Chair Elect: Angela Allen
- c. Secretary/Vice-Chair Elect: Jamie Kelley

E. PALS:

- a. Secretary/Treasurer: Jeanette Parker
- b. Nominating Committee: Veronica McAsey, Kate Wise, Ron Ratliff

F. TSRT:

- a. Vice-Chair/Chair Elect: Morgan McCune
- b. Secretary/Vice-Chair Elect: Merry Bower

G. GODORT:

- a. Chair-Elect: Ray Walling
- b. Secretary: Regina Beard
- c.

An added feature of Survey Monkey is that it provided alerts that allowed Emily to send reminders to those who hadn't voted. The reminders were very successful. For those members that KLA had no current e-mail address, Emily posted a message on KANLIB-L asking anyone who had not received the ballot link to contact her. This process allowed KLA to conduct its election without the cost of postage and it required minimal staff time. Survey Monkey tabulates the votes so there is no counting. Results are shown in a graph that includes the actual number of votes. The return rate was approximately 50% but it is unknown how that compares to previous elections. Harry Willems asked that a comparison be done with the return rates for previous paper elections to be sure nothing is lost by conducting the election online. Bonnie will count last year's ballots for comparison.

Study Team Reports: Emily thanked the study team members and leaders for their work. The study teams were: Models of Organization led by Rob Banks, Benefits of Membership led by Cindi Hickey and the Financial Task Force led by Cynthia Berner Harris. Emily stated that team results presented during the membership meeting just scratched the surface of the team reports. Kathy Delker asked the membership team about the suggestion to reach out to more people who already work in libraries. Many small libraries are already represented by the person who is getting paid the best. There was a discussion about the recruitment potential within library institutions and how to provide membership benefits to non-professional staff. The recruitment issue arose from the financial study team report, Section 2.5. The financial team worked with Peter Haxton at the State Library to find out where Kansas libraries are and to try to understand who they are. The organization team interviewed the mountain plains state library associations because they are similar to Kansas. From an organizational perspective, the team assumed everyone working in a library was a potential KLA member. Royce asked whether KLA has a membership goal to strive for. The financial team recommends a plan for membership recruitment and retention and an annual membership goal. Carol Barta asked about a regional breakdown for membership because members in the southwest and the northwest might have different membership needs. Emily suggested using Avectra to do a membership analysis. There was also discussion of regional council representatives and regional meetings following the KASL district model. A description of the sections and roundtables could be used to recruit members and programming that is needed for special areas such as ILL and circulation. Ken Werne suggested PLS look at all levels of library work in larger institutions and agreed that all the topics mentioned would fit into potential PLS programming. Future goals include contacting inactive members to determine what they would consider a benefit of membership. Support from the KLA office could help identify who has not renewed so reminders could be sent by sections and roundtables. The financial task force talked about refining the institutional dues structure. Membership retention and growth is critical to moving KLA into a budget that supports operations solely on membership dues. Both could be enhanced through discussion on KANLIB and Facebook about membership benefits, encouraging the KLA officers to continue to work as a team and the mock interviews with SLIM students at conference as tool to introduce them to the benefits of association membership.

Action: Ken moved that the study reports be accepted and the motion was seconded by Royce. There was no discussion and the motion carried.

Introduction and discussion of a short term strategic plan for KLA: Emily distilled the key points from the study team findings and led a discussion with study team leaders. From that discussion, Emily thought it would be best to develop a short term strategic plan. Emily distributed a draft that can be improved and turned into a plan that could be approved at the July council meeting. The plan recommends implementing a model of an organization employing an executive secretary, description to be developed. The direction and supervision of the employee would be the responsibility of the executive committee. Perhaps more responsibilities could be added when there are finances to support them. It would be several years before KLA could afford a 40 hour a week with benefits employee. For this position, it is vital to separate the office responsibilities from lobbying. Avectra will take a lot of time to learn. Would recommend hiring sometime soon after the beginning of the next fiscal year. A good job description is essential. Emily recommends bringing the job description before council at the July meeting. The report of the Models of Organization study team indicated that other library associations emphasized the importance of someone who understands libraries; library experience (not necessarily a degree) is essential.

KLA needs to revise the conference planning procedures. Conference planning is a huge task and when KLA moved away from Tri-Conference, there suddenly was no one planning several years out. It is difficult to do the planning when it is not known what size conference is needed due to the state of the economy. Also, as KLA gets back together with KASL there will be issues of a joint conference to consider. The association needs a futures committee that can work with someone who can develop a conference planning manual. There are organizations that would be willing to write the manual. A start on the manual can be made by pulling together what is available from previous years.

Other strategic plan items could be: 1) Development of a new member strategy that includes emphasis on the potential of the sections and round tables; 2) Notebooks (virtual or paper) for all officers, section and

roundtable leaders at the July council meeting which is traditionally a joint meeting of the old and new to transfer by-laws, minutes, procedures, etc.; 3) Revising dues structure and benefits with an annual evaluation to make sure that what KLA does is working for the members and potential members.

KLA is already implementing some of the financial strategies recommended by the financial task force. The draft plan does not include all the recommendations. Cynthia recommends a monthly meeting of the financial committee to track the financials. Another recommendation is to consider adding a treasurer elect to the next by-laws revision. Dues restructuring needs a separate committee with representation from both membership and finance. Other financial recommendations are: continue working on reducing bank charges, maintain a conservative approach to the budget and continue adding to the reserve funds.

Action: Cynthia moved that the plan distributed by Emily be adopted as a draft plan and that Emily continue working on the specifics. Kathy seconded the motion. There was no discussion and the motion carried.

Ratification of a futures conference committee: Emily recommended a committee made up of representation by CULS, PLS and KLTA. Emily is willing to serve as Past President. The committee needs a minimum of 4 members. It could also include a volunteer from PALS. This would be a standing committee. If the formation of the committee requires a by-laws revision then it is important to get the revision started. The previous futures committee was made up of representatives from the participating organizations. It is important to have the committee established when KLA begins working with KASL for a joint conference.

Action: Denise moved that KLA start a futures committee. The motion was seconded by Cindy Hittle. There was no discussion and the motion carried.

Conference manual: Emily proposed contracting for the development of a conference manual. Emily didn't have bids or figures for the work. The proposal was tabled until the executive committee can get information and the actual figures necessary for making a decision. The executive committee will work with the final budget which includes the conference numbers.

KLAEF board appointments: Marie Pyko announced appointments for three KLAEF board positions. Kristin Whitehair's term as board secretary has expired and Leslie Bell resigned. Marie asked to reappoint Gloria Creed-Dikeogu who filled Christie Brandau's position. Recommendations for the remaining appointments are Dan Ireton and Mary Buller.

Action: Royce moved that the recommended appointments to the KLAEF board be approved. Denise seconded the motion. There was no discussion and the motion carried.

The meeting was adjourned at 1:28 p.m.