

**Nevada Library Association
Board of Trustees Meeting
January 26, 2005
Washoe County Library, Reno, Nevada**

Voting members present: Ian Campbell, President; Kim Clanton-Green, President Elect; Felton Thomas, Immediate Past President; Patrick Dunn, Executive Secretary; Joanne Ross, Treasurer; Tammy Giesecking, Southern District; Gregory Robinson, NCRL and REFORMA; Anne Aas, NSCLS.

Voting Members absent: Tom Fay, PLATO; (vacant), Northwest District Chair; (vacant), Northeast District Chair.

Non-Voting/Advisory and other members present: Sara Jones, State Librarian; Vickie Nozero, ALA Delegate; Martha Greene, MPLA Representative; Caron Schwann, CAPTAIN; Debbie Jacobs, NYRA; Holly Van Valkenburgh, Library Planning; Ken Bierman, outgoing Treasurer; Ann Jarrell, Recording Secretary.

(Sign in sheets attached.)

1. CALL TO ORDER

Felton Thomas, outgoing President of the Association, called the meeting to order at 10:00 am and passed the gavel of office to President Ian Campbell. Members introduced themselves. Scottie Wallace, Branch Manager of the Washoe County Library, welcomed the Board to the Downtown Reno library.

2. APPROVAL OF THE AGENDA

Joanne Ross moved to accept the agenda; Felton Thomas seconded; passed.

3. APPROVAL OF MINUTES—OCTOBER 26, 2004, MEETING

Note: Board members were e-mailed a draft of the minutes after the meeting. Felton Thomas moved to approve the minutes as corrected; Patrick Dunn seconded; passed.

4. TREASURER'S REPORT

[The out-going Treasurer was absent at this point in the meeting; discussion deferred.]

OLD BUSINESS

5. NLA Strategic Plan

Felton Thomas informed the Board that the members of the NLA Strategic Plan committee are the past, present and future presidents of the association and Holly Van Valkenburgh, former President of the Association. He noted that the plan as written lacks passion and has a number of weaknesses from the limited member input. The committee intends to use the draft plan as a foundation for organization-wide discussion.

Ian Campbell added that the strategic plan is this year's project; the committee intends to focus

on how the association might bring in more school librarians. Members of the Board and others discussed use of video conferencing, how school librarians meet, and how the association website and list serve might be used.

No action. (Handout attached.)

4. TREASURER'S REPORT

Ken Bierman, outgoing Treasurer, provided the board with two reports. He advised that the organization is in excellent financial shape after two very successful annual conferences.

The association still has not found a certified public accountant whose fee is within the means of the association. [Recording Secretary note: The Bylaws state: "A certified public accountant shall audit the financial records of NLA annually, and a written report of the audit and an explanation of the fiscal status of NLA shall be submitted for publication and distribution to the membership of NLA during the spring of the following year." Art VII, sect 7.] Ken stated that one auditor he approached questioned the need for a audit of the records of an organization of NLA's financial size. He and Michelle Mazzanti, former Finance Chair of the association, have volunteered to set up procedures for an internal audit. The Recording Secretary asked if an audit is required because the association handles state and federal funds. Sara Jones, administrator of the State Library, replied that the association serves as a conduit for federal funds and that the license plate is potential for more income.

In response to a question from Felton Thomas, Ken stated that he and Michelle Mazzanti would continue to seek the services of certified public accountant.

Joanne Ross moved to accept the Treasurer's Report; Felton Thomas seconded; passed. (Reports attached)

Ken Bierman passed the association checkbook to incoming Treasurer Joanne Ross. He reminded association officers that signature records on file with the bank will be updated today at the lunch break.

6. Membership Database

Felton led a round of applause to Joan Vaughan for her work as the 2005 Conference Chair.

Joan stated that Gregory Robinson, Joyce Cox, and she reviewed use of Acteva™ as a conference registration program. Joan noted that Acteva™ can also be used for maintaining membership records. A transaction fee is charged. She also commented that Member Click™, used by MPLA, is also being considered.

President-Elect Kim Clanton-Green asked about confidentiality and selling of an outsourced membership database.

Vickie Nozarro suggested affiniscape™ [www.affiniscape.com] as another option the committee might wish to consider.

After discussion on problems with renewing membership in the association and the membership “year” and other issues, Felton Thomas moved that the committee [exact name of committee needed] continue to explore options and may enter into an agreement if the amount does not exceed \$1000; seconded by Anne Aas; passed. [the wording of the motion is not quite correct, folks]

7. Nevada Libraries License Plate

Felton Thomas asked the Board to acknowledge the work of Sara Jones did on behalf of the Nevada Libraries license plate.

Sara Jones gave background on special license plates. The Nevada Legislature recently changed the procedure for approving specialty license plates and limited the number to 25. Scott Cisco, Interim Director of the Cultural Affairs Department, urged members of the association to pursue the specialty plate. Several preliminary designs created by Imagine Marketing of Nevada were on display at the annual conference. Members voted for their favorite design and Tom Fay worked with Imagine Marketing of Nevada to create the final design, which was an adaptation of the most popular design. The plates may be available for sale as early as Nevada Legislative Day and National Library Week (mid April 2005). The association will receive \$30 per plate from the first 1000 sold and \$20 per plate after that. Sara noted that Imagine Marketing of Nevada created the design free of charge and has created a marketing plan for the plates. The funds for the marketing plan will be addressed in the budget session. Sara also reported that the first 100 numbers are reserved for the association’s use.

11. Legislative Update

Heard here by Board agreement.

Sara Jones updated the Board on plans for Nevada Library Legislative Day, which will be April 19th. Those who attend may arrange to sit with a legislator in order to speak to members of the legislature about library issues.

Nancy Cummings explained that the Legislative Hotline, a group e-mail list for providing alerts, information, and call to action messages, is critical in advocating for library concerns this session. The board was asked to identify key persons who should be part of the list. Those who would like to be included in the hotline should contact her by e-mail.

Sara Jones reported that collection development funds, to be administered by NSLA, are not included in the Governor’s recommended budget. A BDR (bill draft request) to restore those funds is in process. She noted that in several other states library development monies were tied to a CPA-like internet filtering requirement. The bill, if introduced, must be reported out of the Assembly Ways and Means Committee by February 21 and the Senate Finance Committee by February 28. Those who testify before these committees may not bring the issue to the committees’ attention. A committee member must ask about the monies.

The statewide database funding of \$90,000 for the biennium, is included in the Education Department budget request and should be secure.

State publications in electronic format are currently not included in the State Documents

Depository Program. A bill (AB 214) introduced last legislative session died because it included a fiscal note. Because no fiscal impact is anticipated, the request for the change in state law should pass this session.

A BDR [bill draft request] has been submitted to provide \$50,000 to support rural bookmobiles.

Nancy Cummings noted that the ACLU of Nevada is lobbying the Nevada Legislature to adopt a resolution opposing the Patriot Act. She also noted that some parts of the Patriot Act have a sunset provision this year.

Ian Campbell explained how legislative bill tracking works and that the service is free to libraries.

Sara Jones commented that property taxes will be a major issue during the legislative session. She also noted that the Legislative Hotline, a personalized telephone call-in system, will be manned by five librarians at the State Library.

Finally, Sara Jones asked NYRA members in attendance if school library funding is secure within the education budget.

NEW BUSINESS

Before discussing the budget, the Board discussed the 2005 conference in general terms. The 2005 conference will not have as many different sizes of exhibitor booths; rooms will range from \$49-\$69 per night. The meeting will include pre- and post-conference sessions on marketing. The NSLA plans to host a pre-conference on rural libraries for over 40 scholarship recipients. These persons will also receive some financial support to attend the conference.

8. 2005 NLA Budget

Conference Budget: The Board noted that the 2005 conference budget included a negative balance of \$8150 and made the following changes: meal functions reduced to \$10,000; program expenses for the conference committee reduced to \$7000; NYRA reduced to \$765.00; NCRL increased to \$1300; NNAAG increased to \$600.

The Board recessed for lunch at 12:15 P.M. Board members retired to the bank to sign paperwork to transfer signature authority to new officers.

The meeting resumed at 1:15 p.m.

The Board informally agreed to the amended conference budget. No formal vote at this time.

9. 2005 Conference Report
Discussed after NLA Budget

10. NLA CE Strategic Plan
Discussed under Item 14: Other Committee Reports

11. Legislative Update
Heard under Old Business after no. 7. (Nevada License Plate)

12. Nevada Libraries Marketing Campaign
Deferred.

13. ALA Report
The Board heard a report from Vickie Nozero, ALA Delegate. She discussed the ALA Strategic Plan and asked members to forward any comments to her. Mark Levin, author of *Millennium Membership: How to Attract and Keep Members in the New Marketplace*, will speak at an ALA pre-conference on membership development. The Best Practices Report, last done in 1999, will survey chapters. National Legislative Day will be May 3-4, in Washington, DC. (Report attached.)

8. NLA Budget
Gregory Robinson moved to accept the Conference portion of the NLA budget, as amended; Kim Clanton-Green seconded; passed.

The Board then turned its attention to the Operating Budget. Sara Jones pointed out that the Operating Budget did not include income from the sale of the Nevada Libraries license plate. The Board agreed to include \$10,000 as income.

She also noted that NSLA will underwrite scholarships for IMLS and certification grants.

The Board discussed costs associated with hosting and redesigning the NLA web site. Kim Clanton-Green moved that \$5000 be included in the webmaster budget so that the association may explore an RFQ for website redesign; Felton Thomas seconded; passed.

The Board noted the following: \$5000 for the lobbyist in the 2004 budget was carried forward; funds for travel to training is included in the Personnel Development budget; the ALA delegate budget will be increased to \$500.00; the NSCLS budget request includes travel expenses to attend a summer reading conference in South Dakota; the Kendall Memorial Fund for summer reading is a self-sustaining fund.

Felton Thomas moved to accept the amended Operating Budget; Gregory Robinson seconded; passed.

2005 NLA Conference Report
Barbara Kaufman, 2005 Conference Chair, reported on plans for the conference in Reno. 550 rooms have been reserved for the conference. Holly Van Valkenburgh will be producing a silent auction. The registration form will include an Institutional Rate (same as regular NLA member rate, but paid with institutional funds). Sara Jones will coordinate a River Walk/Run. Washoe County Library System employees will be given one day to attend the conference. Washoe County School District librarians will be given Friday to attend the conference.

The Board then discussed registration fees for the conference. No action.

14. Other Committee Reports

NLA Continuing Education Strategic Plan

Holly Van Valkenburgh explained that the NLA Strategic Plan does not include a continuing education component. Felton Thomas (chair), Ian Campbell, Kimberly Clanton-Greene, and Gregory Robinson agreed to assist in compiling the Continuing Education component of the Strategic Plan. Discussion followed on pay disparity statewide. Sara Jones notes that the NSLA Rural Certification Program did help some salaries. No action.

NLA Marketing Plan

Luisa Davis [I am not clear here]

Scholarships

Sara Jones asked members to let potential scholarship applicants know that Syracuse University will give 12 credits to persons who have the IMLS scholarship through NLA. University of Illinois has a similar program. (Handout attached)

NYRA Report

Debbie Jacobs reported that Perma-Bound™ will underwrite the NYRA Post-Conference. NYRA is also seeking corporate sponsorships for children to attend the NYRA conference.

MPLA Report

Martha Greene reported that MPLA is meeting with the Wyoming Library Association in Jackson Hole.

She also noted that the Las Vegas City Council {??}

15. FUTURE CONFERENCES

Kim Clanton-Greene reported that the 2006 conference will be held in Las Vegas; discussions are under way for a location, with potential hosting by the Las Vegas-Clark County Library District and the North Las Vegas Library District.

Joanne Ross moved to accept Las Vegas at the site for 2006 NLA conference; Felton Thomas seconded; passed.

16. ADJOURNMENT

Felton Thomas moved to adjourn. Joanne Ross seconded. Meeting adjourned at 3 p.m.

Respectfully submitted,

Ann Jarrell, Recording Secretary
attachments