



MINUTES
ALA Annual Conference
Chicago, Illinois
July 10 – 12, 2009

Executive Committee Meeting I-Friday July 10, 2009

• **Call to Order**

President Peggy Barber called the meeting to order at 3:05 pm.

Board members present: Peggy Danhof, Peggy Barber, Rose Mosley, Rod Gauvin, Donald Roalkvan, Claire B. Gritzer, John Carson, Robin Hoklotubbe, Sally Reed, ALTAFF Executive Director and Beth Nawalinski, ALTAFF.

Peggy asked Sally to update the Board on ALTAFF:

Sally recapped Vice –President elect Rod Gauvin’s bringing together a group recently to Chicago in order to plan and implement a new direction for the new ALTAFF. The pre-panning session notes held in April are included in the ALTAFF board documents 2b.

• **Review of Mission, Vision, Committee proposal**

The goal of the new mission and vision is to streamline committees, encourage effectiveness and make ALTAFF services available to all members whether they attend conferences or not. Work on better educating the “field” of lay supporters. A goal is to re-design committees to meet and reflect these goals. Group then referred and reviewed board documents 2a, 2b and 2c.

Claire commented she liked board doc 2c. Others in attendance were in agreement.

Sally proposed that the following be asked of all new and existing initiatives: “Does this add value to our membership?” Peggy Danhof said she thinks we need to have liaisons to groups such as the Freedom to Read Foundation. She said we need to stay involved in all these areas.

Robin shared that explanations would be helpful at our next meeting regarding ALA committees and liaisons as some of us are not familiar with this term and objectives.

• **Recap of Director’s Goal**

Peggy Barber. Referred to ALTAFF EB doc 1.

Meeting adjourned at 3:25 pm

ALTAFF Board Meeting I

Friday, July 10, 2009, 3:30 – 5 p.m.

- **Call to Order**

President Peggy Danhof welcomed the group and called the meeting to order at 3:40pm.

Peggy welcomed everyone to the meeting and invited everyone to introduce themselves.

Board members present: Peggy Danhof, Peggy Barber, Rose Mosely, Rod Gauvin, Donald Roalkvan, Claire B. Gritzer, John Carson, Robin Hoklotubbe, Laura Salmon, Rod Wagner, Kay Runge, Barbara Prentice, Agnes Griffen, Claire Delaney, Charles Hanson, Cherine Janzen, G. Victor Johnson, Ed McBride, Jane Rowland, Mable Robertson, Anne Sterling, Ann Frabrizio, Nann B. Hilyard, Gwendolyn B.G. Welch, Tanya Butler , Sally Reed, ALTAFF Executive Director

- Peggy Barber wanted to officially thank Sally for all her hard work on the merger. She said that “marriage” is not a word but a sentence and that now we (FOLUSA and ALTA) are married! There was a round of applause in Sally’s honor. Peggy Danhof mentioned that ALTA was in dire straits with the Executive Director absence as one example. She said ‘now they are looking good with Sally and that they really are married’.
- **Acceptance of minutes**
Kay Runge asked that minutes from FOLUSA be motioned by John Carson and that ALTA minutes be motioned from Don Roalkvam as they were instrumental in the merge. A motion to accept the minutes by John Carson and Don Roalkvan was moved and seconded by Claire Gritzer and Barbara Prentice. Motion carried.
- **Election results and awards**
Peggy Danhof spoke about Trustee citations and awards. Shirley Bruuresema and David Goldsmith are the winners of the Trustee Citation Award. The Baker Taylor award will go to the Friends of Florence County Library in South Carolina. The Gale award for first time trustee is awarded to Elisa Bruce form Lexington, Kentucky. Peggy Danhof thanked the awards committee and Sally for their work.
- **Discussion of Vision, Mission and New Committee Structure**

Sally shared that two weeks prior to a conference, a Board packet will go out to all and it will also be available online. Rod Gauvin said that work had been done on developing a vision and mission. The Vision: All libraries are well governed and fully funded. He sees our role is that of one that supports citizens who govern, promote, advocate and fundraise for all types of libraries. He would like to see our division be the ‘biggest and best’ division in ALA!

A discussion on the budget was held. Sally shared that the FOLUSA operated on soft money prior to merger. The budget is on firmer ground now and expectations can be better met and that we now need to think of how we can get out to the lay people in the country. We should be in communication with COSLA (Chief Officers of State Library Agencies) –work closer with State Libraries. Sally recognized Rod Wagner (Nebraska Library Commission) as an excellent State Library Organization. We need to expand member services for this type of an organization.

A discussion to create talking points to keep Board and members informed as to what ALTAFF is about and its goals was held. “Guiding principles” were discussed. Several people agreed that we should look at tightening the structure up. Committees should exist to meet the needs of members across the country, not just those who attend conference. “A lot of committees can sink a staff” was a sentiment

that most agreed with. It was shared that we should consider combining three committees going forward -Legislative, Advocacy and Library Issues committee – as a “National Library Issues” committee.

Clare Delaney had a question about Publications and Services. She asked what happens with all the effort and hard work put into previous publications? How will these materials be distributed in the future? Sally said these publications are still available and are now accessible on the ALTAFF website.

Agnes Griffin contributed that there are many board members out there involved with Foundations and that they not be forgotten. Sally responded that Peter Pearson would like a “place holder” on this topic as we develop this piece in the new structure. Rod Gauvin suggested charging Peter Pearson with an outreach for a Foundation section of ALTAFF. Sally shared that there are potential partnerships with Academic Development directors and Foundations as well and that we should speak with Sam Huang.

Peggy Danhof congratulated Sally for organizing the *Wait, Wait* event with Paula Poundstone. This event raised \$5,000 for ALTAFF (netted \$4,000) and the exposure was priceless!

Robin Hoklotubbe shared that she overheard conference attendees talking about the *Wait, Wait* event and how much fun they had.

- **Recap of ALTAFF events at conference:**

Peggy Danhof gave an overview of upcoming meetings and programs at conference and invited everyone to the Sunday 4 pm Board champagne toast with Paula Poundstone.

Peggy Danhof shared that a handbook is being developed by ALA and invited suggestions for the handbook be directed to Sally.

Roberta Stevens (ALA executive Board/Library of congress and incoming ALA President-elect) was welcomed at 4:50 pm to share with the group. Roberta shared that 14, 00 plus had pre-registered for the conference so far and that the number for 2009 Annual are in line with 2008 which was a well attended conference. Membership is an area of concern for ALA as other associations in the country are experiencing decreases as well. In the past we were around 67,000+ members in ALA and we are at around 60,000 . She went on to share that ALA revenues are experiencing shortfalls especially in publications and conferences requiring staff furloughs.

In early September, there will be a planning retreat for division directors. Our input is encouraged. She said it is very clear that we make opportunities for libraries to participate in conference. They are looking into streaming video technology to keep libraries connected with ALA conferences. There was some controversy at Mid-Winter regarding library education and core-competencies. ALA is looking at recommendations and accreditation. Peggy Barber commented that we (ALTAFF) should plan to discuss ways to support the Campaign for American Libraries. She asked how we can encourage the citizen voice to make a difference. Peggy Danhof thanked Roberta for joining us

Peggy Danhof adjourned the meeting at 5:00 pm.

ALTAFF Board Meeting II

Sunday, July 12, 2009, 8-9:30 a.m.

- **Call To Order**

Presidents Peggy Danhof and Peggy Barber called the meeting to order at 8:10 am

Board members and guests present: Kim Johnson, Kathryn Suarez, Mary Lee Davis, Charles Hanson, Clare Delaney, Susan Schmidt, Laura Salmon, Margaret Schuster, Cherine Janzen, Barbara Prentice, Robin Hoklotubbe, Rose Mosley, Peggy Barber, Peggy Danhof, Claire Gritzer, Shirley Bruursema, Jane Rowland, Rod Wagner, Peter Pearson, Ed McBride, G. Victor Johnson, Samuel Huang, Agnes Griffin, Anne Sterling, Nann Hilyard, Joan Reeves, Debby Miller, Rod Gauvin, John Carson, Mable Robertson, Gwendolyn. B.G. Welch, ALTAFF staff: Sally Reed, Beth Nawalinski.

- **Presidents Report**

Peggy Danhof and Peggy Barber reviewed and summarized the Presidents report (BD Doc 5)

- **Directors Report**

Sally unveiled and distributed the new, newsletter for ALTAFF; “The Voice” and thanked Jillian and Beth who worked on it. She shared that the new website is still being developed and it will take a bit longer to launch. Plans to build the Trustee section are under way. The general “design” of the website is completed. She stated that the budget is a little down.

The *Wait, Wait – Don’t Tell Me* fundraising event generated about \$5,000 for ALTAFF and the Author Tea proceeds are expected to be about \$7,000 - \$8,000. Sally went to report that expenses haven been kept down in general. Paula Poundstone will be joining us again in 2010 for Laughs On Us and as the National Spokesperson.

Sally referred to DOC 6b and 6c regarding membership. She shared that membership has remained stable for both groups. Sally reminded the board that at 4 pm today there is an ALTAFF champagne toast with Paula Poundstone and all are invited!

Susan Schmidt recognized both Sally and Beth for their remarkable job and efforts with the merge. The Board also recognized and acknowledged their efforts. Don Roalkvam shared that exhibit space is down 12% but new exhibits are up 5% at conference. Laura Salmon volunteered to assist with budgeting items and the new budget for ALTAFF. Election schedule was discussed. G. Victor Johnson asked that if anyone wants to recommend anyone for council-at-large, kindly let him know. Peggy Danhof reminded board to vote.

- **PLA Report**

Don Roalkvam shared that ALTAFF will have a program at the 2010 PLA conference. It will be about Trustee orientation

- **Division Councilors Report**

Shirley Bruursema reported that the council is the quietest it has been for 6 years. Big issue: Charge or not for scooters at conference. A resolution was discussed whether or not to send books to soldiers. Shirley reported that eight Trustees are on ALA committees.

- **Discussion of Vision, Mission and Committees**

Peggy Danhof shared that Rod Gauvin brought a group together in Chicago that included immediate and past officers and looked at a pre-planning process for ALTAFF. Refer to document 2B (early draft).

The *Citizens for Libraries* tag line has been received positively. Sally further explained DOC 2b and the talking points.

- **Committee Issues and Information**

Peggy Danhof began a discussion on new committee structure. She reminded us to keep in mind that we are losing a day at conference and we should look at combining committees and programming as much as we can. Sally said she will be looking at streamlining and maximizing staff time and resources. She also reminded us as we move forward, to keep Trustees and Friends who do not attend conference in mind. The new model of committees and their goals should be focused on sharing what we learn and develop by way of articles and reports. She feels that our “external focus” should be the guiding principal as move ahead with the new committee structure.

Peggy Danhof discussed the new ALTAFF org chart. She said we are in a growing and developing stage. Discussion on ALTAFF leadership will be held at mid-winter. The meeting was then opened up for committee ideas and development to the board.

Debbie Miller suggested that the Intellectual Freedom needs to be separate from Advocacy. She does not agree with cross-pollination. She thinks Intellectual Freedom needs separate attention. Mary Lee Davis said that advocacy can be “smushed in” to everything we do. We are all advocates and would like to separate out Intellectual Freedom.

Rose Mosley thanked everyone for the lively discussion and shared that when some were appointed, they were notified about changes in committee operations. She said that she would have appreciated comments earlier so these issues could have been addressed beforehand.

Debbie Miller said that she was not aware that committee descriptions could be challenged. Agnes Griffin supports separating legislation, intellectual freedom, and advocacy committees as well. Laura Salmon said that there is not a perfect organization. She shared she comes from the corporate world. In her experience, we need to start somewhere and give it a try. We can then adjust as work into it.

Peggy Danhof said she has had various liaisons that will work on keeping positions in place. Debbie Miller responded that she will accept whatever the board agrees upon as long as it is board member driven which works better than staff driven.

Action: Peter Pearson moved to accept committee structure as presented. Susan Schmidt seconded.

Point of Order: Sally recommended adding Intellectual Freedom/Washington Office to Legislative, Advocacy and Library Issues committee.

Vote: Motion carried.

- **New Business**

Peggy Danhof reminded the board that there is no compensation from ALTAFF for speakers for special programs. If there is something coming up and we need to negotiate a deal, please bring this to the board. We need to try to keep attendee cost down as well. No expenses will be given without board support and approval. She said that a task force could be established to develop guidelines for this.

Margie Schuster asked if ALTAFF staff and Board speaking fees going forward will go to ALTAFF. Sally said that this will continue. She went on to share that \$12,000 - \$15,000 a year is generated from speaking fees in the past.

Nann suggested that policies be part of leader orientations. Peggy Danhof said that this was a good idea and thanked Nann. She went on to add that perhaps Rose can work with a task force on developing a policies and procedures manual.

Debbie Miller shared that May 2 is national Privacy Week and asked whether ALTAFF would like to be involved. She said she needs a plan by the end of July. Peggy Danhof asked her to write a proposal. She agreed to send one to Rose and Sally.

- **Turning over the Gavel**

Peggy Danhof said she has a great time and thanked everyone for their hard work. She said it has been challenging but feels good about the results. She says she can finally see the light at the end of the tunnel and that this is for sure the way to go! Peggy Barber added that this will be a great marriage. .

Peggy Danhof officially installed Rose Mosley as the new ALTAFF President.

On behalf of the staff, Sally Reed recognized Peggy Danhof, Peggy Barber and Don Roalkvam for their efforts this past year and gave them a token of appreciation in recognition of their service. Rose Mosley accepted the gavel saying, "Let us start as a team! Together Everyone Achieves More!" She said that she is excited for this new group and to begin working with everyone.

She ended with "We are going to be the best ALA has!" Rod Gauvin recognized that we had two great organizations. He is looking forward to working together. New ALTAFF president Rose Mosley then asked everyone to introduce themselves and comment a bit about themselves.

- **Meeting adjourned at 9:45 am**

ALTAFF Executive Committee II meeting

Sunday, July 12, 10-10:30 a.m.

- **Call to Order**

President Rose Mosley called the meeting to order at 10:00 am.

- **Unfinished Business**

Shirley Bruursema said that there is a conflict of meetings and we need to do better at future conferences. Peggy Danhof asked if we can all come together on this and work on it. Shirley suggested that we centralize meetings and create a master schedule that can easily be coordinated. A discussion was held and the consensus was that this is something that we would work on. Don Roalkvam commented that conflicts in programs will most likely continue especially given the reduced ALA conference schedule.

- **Meeting adjournment at 10:30 am**

Respectfully submitted,
Robin Hoklotubbe, ALTAFF Secretary
December 10, 2009