

## **ALA EXECUTIVE BOARD CONFERENCE CALL**

### **Minutes for Tuesday, November 16, 2021**

1:00-2:30pm Pacific / 2:00-3:30pm Mountain / 3:00-4:30pm Central / 4:00-5:30pm Eastern

#### **Corporate Resolutions for Financial Authority, EBD #12.16-17**

- Interim CFO Denise Moritz provided the following updates:
  - ALA has been named a beneficiary by Jackson National Life Insurance. Prior to receiving beneficiary status, the company's compliance requirements need a corporate resolution from the Board.
  - Past President Jefferson moved that the Executive Board of the American Library Association authorizes Denise Moritz, Interim CFO, and Tracie Hall, Executive Director, to sign Jackson National Life Insurance Company financial documents and/or make financial decisions on behalf of the American Library Association.
  - EB Member Schneider asked if this has been done with other companies. Interim CFO Moritz noted that each company has their own compliance requirements, so it was not done in the past, such as with TIAA.

**APPROVED** the Executive Board of the American Library Association authorizes Denise Moritz, Interim CFO, and Tracie Hall, Executive Director, to sign Jackson National Life Insurance Company financial documents and/or make financial decisions on behalf of the American Library Association.

Interim CFO Moritz noted that ALA has been approved for a \$2 million loan from SBA. They increased our eligibility amount, and ALA applied and received it. The motion presented ensures that the EB of ALA acknowledges and takes fiduciary responsibility as a compliance.

- First loan in May 2020 was for \$150,000
- Second loan in September 2021 for \$350K supplement

The loans represent favorable financing terms and agreements.

Additionally, SBA has devoted two pages to lobbying activity restrictions into the documentation, which require that ALA does not exceed a certain level to lobbying. ALA does lobby, but we are well below the IRS allowable level.

Executive Board Member Henry asked what this loan is and what it will be for. CFO Moritz noted that it is an extension of the EIDL loan program. Our initial application was for \$2 million, and we have had the increases outlined. This low cost financing is better management than tapping into our credit line. EB Member Henry asked why it was not applied to payroll to decrease furloughs. ED Hall noted that had we received this amount initially, some furlough reduction might have been possible. This will help ensure we meet commitment not to furlough staff in FY22.

Past President Jefferson asked for clarification on the lobbying issue. Interim CFO Moritz noted that ALA will be limited by the IRS threshold on \$1 million restriction on lobbying activities. ALA falls well below that. President Wong asked if this should affect how these funds are used. CFO Moritz noted that these funds will be specifically earmarked so there will not be any issue around lobbying activities if ALA is audited.

EB Member Henry asked if there was any potential to use the funds to retroactively pay for wages lost to

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staff due to furloughs. ED Hall noted that it would be a benefit if at the end of the year, that is possible. If there is a surplus at fiscal-year end, that will be a conversation for the Board to have.

Treasurer Farrell noted that we still have a deficit in the budget, and this will help to alleviate that. This money does not represent a surplus but rather money that will help us meet operational budget goals.

Past President Jefferson moved that the Executive Board of the American Library Association authorizes acceptance of the SBA loan of \$2,000,000 and designates Denise Moritz, Interim CFO, or Tracie Hall, Executive Director, to sign the SBA loan closing documents.

**APPROVED** that the Executive Board of the American Library Association authorizes acceptance of the SBA loan of \$2,000,000 and designates Denise Moritz, Interim CFO, or Tracie Hall, Executive Director, to sign the SBA loan closing documents.

### **Conference Update, Sr. Associate Executive Director Mary Mackay**

Senior AED Mary Mackay provided the following updates:

- The Library Learning Experience (LibLearnX) January 2022
  - Monitoring budget. 400 people registered, which is 10% to goal and aligns closely to last year at this time, which was 12%
  - Sticking closely to marketing plan with Communication Marketing Office (CMO) and pivoted to focus on virtual
  - Conference Committee will create shoptalk video about LibLearnX, which will be recorded tomorrow and edited and likely release after Thanksgiving
  - Gale signed on as platinum sponsor and will participate in exhibitor focused video, which will be filmed in late November/early December
  - Speakers are being added as they are confirmed
  - Looking at a repackaging option to extend content beyond LibLearnX itself

Past President Jefferson asked if governance is being separated from LibLearnX. Executive Director Hall noted that programming and governance are bifurcated in this instance, but we will work to streamline messaging moving forward.

Executive Board Member de Campos Salles found the messages around educational opportunities exciting and is worthwhile to push promotion.

- Annual Conference
  - Conference Committee met this morning to finalize session and jury process
  - Deadline for registration opening is February 7, 2022
  - There will be some work to assure exhibitors of the value of face-to-face meetings as we return to in-person events
  - Monitoring external environment and peoples' budgets
  - Virtual component: Conference Services working with CE unit to look at selection of sessions and speakers to promote after Annual conference
  - There are mixed reviews on making a conference truly hybrid

Executive Board Member Rodriques noted that it would help exhibitors to get the information as soon as

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possible regarding opportunities in order to make a timely budget decision.

Executive Board Member Schneider asked if we are expecting a large crowd. If there is pent up demand and how to prepare for very large numbers. Senior AED Mackay said we will look at AASL and PLA as examples as well as what is happening in other industries. Paul Graller (ALA exhibitor's contact) is at a supercomputing conference currently and they are at 25%.

Past President Jefferson asked if budget projections have been provided for Annual, as it is only seven months out, as well as vaccination rates. AED Mackay noted that FY22 budget approved at recent meeting lays out the budget. One thing to note is that people are making travel decisions much later, and ALA will keep monitoring data and asking for feedback.

President Wong requested that budget and number updates can also be provided with the regular updates on both conferences.

Executive Board Member Rodriques asked if there will be a hybrid component to Annual. Senior AED Mackay noted there is not a current hybrid plan, but Continuing Education will look at providing digital recording and provided after the conference. Rodriques emphasized that this might be a missed opportunity as many people are used to the virtual component now and will be facing significant budget issues, even if there is a price point just for the main sessions to be livestreamed.

Executive Board Member Schneider suggested offering a travel insurance option to increase registration.

### **Executive Director Update, Executive Director Hall**

Executive Director Hall provided the following updates:

#### ASGCLA Transition Update

ASGCLA has sunsetted and its activities and 800 members transitioned to other Divisions or ALA units:

- 296 to RUSA, including:
  - federal and armed forces, libraries and physical delivery interest group.
  - accessibility Committee
  - eBooks source consortium management
  - library consulting group
  - library cooperatives and library consulting interest group
- eBook group will meet on Friday of Annual Conference
- Library Consulting Interest Group has submitted a pre-conference proposal, which Core plans to accept
- 243 to ODLOS:
  - Bridging Deaf Cultures group
  - Consumer Health Information Librarians
  - Library Services for those with Dementia or Alzheimer's
  - Library Services to the Print Disabled,
  - Tribal Librarian
  - Universal Access
  - Updating Standards for Library services to the Incarcerated and Detained

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- 123 Members to Chapter Relations
  - Primarily LSTA and Coordinators groups
  - Library Development and Youth Services Consultants group
- 265 Members have retained membership as part of larger Association

Executive Board Member Booker noted that according to report, Chapters Relations members are active. Are the other members moved to other groups also active? Executive Director Hall noted that they are. She will provide more detailed updates in the written end-of-month Executive Director Report.

### Data and Privacy Policy Review

Executive Director Hall noted there is a need to understand that communication and social media platforms are important, and we need to be intentional in using them. We created a group, Code of Conduct Committee, to monitor ALA Connect for violations, and she would recommend the same for Data and Privacy Policy. A proposal will be brought forward to create a working group of staff and members, to be housed in OIF.

OIF is working on preemptive measures so that members and stakeholders are aware of the work being done on standing against censorship.

### **Emerging Issues**

Feedback reminders on:

- A revised boilerplate language for statements; and
- FY23 budget assumptions

The ALA Executive Board adjourned into closed session.

### ALA Board Members Present:

1. Patricia (Patty) Wong, President
2. Lessa Pelayo-Lozada, President-Elect
3. Julius C. Jefferson, Jr., Immediate Past President
4. Maggie Farrell, Treasurer
5. Ana Elisa de Campos Salles, Executive Board Member
6. Eboni Henry, Executive Board Member
7. Christina Rodriques, Executive Board Member
8. Karen Schneider, Executive Board Member
9. Libre (Latrice) Booker, Executive Board Member
10. Larry Neal, Executive Board Member
11. Tracie D. Hall, ALA Executive Director ex-officio

### ALA Board Members Excused:

1. Alexandra Rivera, Executive Board Member
2. Sam Helmick, Executive Board Member