MINUTES

3:31 PM CALL TO ORDER

Meeting called to order and the board and guests were welcomed by President Ed McBride. Introductions were requested

Board Members Present:

Ed McBride, President; Steve Laird, Corporate at Large; Peter Pearson, Board member at Large; Camile Alire, Trustee at Large; Kathleen McEvoy, Corporate at Large; Susan Schmidt, President Elect; Cindy Friedemann, Secretary; Paula Beswick, Foundation at Large; Don Roalkvam, Trustee at Large; Skip Dye, Corporate at Large; Michael LaCroix, Friend at Large; Alice Calabrese-Berry, Foundation at Large; Donna McDonald, Trustee at Large; Christine Lind Hage, Immediate Past President; Peggy Barber, Friend at Large; Fred Stielow, Board Member at Large.

Board Members Conferencing in: none

Staff Present: Sally Gardner Reed, Executive Director; Beth Nawalinski, Deputy Director

Board Members Absent: List available upon request

Guests Present: Cathy Spindel; Dora Simms; Joan Ress Reeves; Peggy Danhoff; Robin Hoklotubbe; Loida Garcia-Febo, ALA Executive Board Liaison.

3:32 AM WELCOME AND INTRODUCTIONS

Ed McBride welcomed the group and shared opening comments:

1. Nuts and Bolts was a success
2. ALA is noticing our growth and success, and asked what our secret was.

Alice asked about group membership, Sally briefed the group on the details of the group special membership. Sally addressed revenue. It is being shared with ALA; 47% goes to ALA and 53% goes to
UNITED. Beth and Sally discussed some of the details of the arrangements regarding the budget and the membership.

Ed resumed his comments

3. Ed asked that the personal giving be completed by the entire board. A mailer was sent prior to Christmas to (? the entire board?)
4. Ed commended former UNITED President, Christine Lind Hage, who is running for President of ALA. He mentioned his support and asked her to remember “us” in her success.
5. Ed commented on the board and volunteers in the room, and said that the talent in the room is wonderful.
6. Ed asked the board and guests to introduce themselves.

3:45 PM APPROVAL OF ANNUAL CONFERENCE 2015 MINUTES -

Sally asked Cindy to brief the board on any major differences between the minutes emailed in advance and the minutes provided in hard copy at the board meeting. Cindy shared that the term of Paula Beswick was approved in a separate motion, and the current minutes reflect that adjustment.

*MOTION: To Accept Annual 2016 Minutes as amended.*

*Moved by Dan Roalkvam, seconded by Michael LaCroix. Motion passed unanimously.*

3:47 PM EXECUTIVE DIRECTORS REPORT

Sally linked her concerns regarding budget to membership. She stated that State members include TX, MI, NE, KS, N.Dakota (others?). She encouraged the board to look at the potential for thier States to become members, but to check with Beth first to see if it is advantageous to UNITED to pursue. In some cases it is not, or Beth may be working with the state on other arrangements.

Sally reported on Corporate Sponsors. Gale Cengage is renewing, SirsiDynix is renewing, Thrift Books, BookPages and HorrorWriters of America are new sponsors.

Sally reported she will write 2 books in the coming years with the intent of raising funds and increasing speaking engagements, which also bring funds to UNITED. She projects a $10K income from the books over a 2 year period.

Sally reported that a new webcast about UNITED was completed in December, and will be posted shortly. It is designed for new board members.

During conversations of an ALA task force whose intent was to make ALA more friendly, it was discussed that ALA appropriated our tagline (ask Beth what it is), which was to be considered a compliment.

Skip Dye is assisting with a corporate sponsorship for UNITED Books for Babies and retaining the platinum sponsorship. The Board expressed their appreciation with a round of applause.

Sally stated that in previous years, UNITED made $$ on staff consulting and anticipates her new books will cause a flurry of consulting appointments. Consulting payments will be made on UNITED’s behalf.
Susan Schmidt shared that Beth Nawalinski did a fabulous job at the Citizens for MD libraries presentation.

Ed introduced Beth as Deputy Director. Sally announced her retirement will be effective (?September?) (at the end of 2017). This is a part of UNITED succession planning and it also involves Jillian.

Ed asked Beth and Susan to report to the Board on (name of Information Policy event held on ???Date/time). Susan briefed the group on the program. Beth said it was informative and instrumental in the development of information policy, and nationwide library and user levels. Susan and Beth were involved in the roundtable, but current approach is not friendly to the lay person. Friends and Trustees will not understand the macro level or micro detail of issues. Beth encouraged the Legislative day briefing (and the Washington office) to do a more user-friendly document for friends and trustees use.

They want an army of 10K (Emily) but we need to boil it down. Skip mentioned he is on ALA Public Policy Committee and they have a variety of people. He offered to bring information to the BOD and keep UNITED’s interests in mind when discussions occur.

Spectrum was discussed (extra bandwidth) as a future asset to local libraries. The government is allowed 40% of cell tower usage, but some goes unused. Perhaps extra bandwidth could be provided to local libraries.

Christine had 3 things to share:

1. SB 571 (Michigan) 20 pp long, added 40 pp the night before, and one item added caused a lot of controversy, municipal bodies are not allowed to provide info closer than 60 days before the election. It serves as a gag on libraries and other public entities. Has been embarrassing to the local legislators.
2. The current issue of American Libraries highlights a San Jose program on the importance of protecting private information.
3. When ALA has action alert, it is so easy to use! Encouraged board to use the “button” when you get a reminder.

It was shared that the EU is pressing the right to be forgotten (anything that has your name can be removed) Ed stated it is important to participate in these programs and introduced Peter Pearson, who joined the group at 4:06.

Ed amended agenda to request a report from the nominating committee.

**4:07 NOMINATING COMMITTEE REPORT**

It was shared that the Committee did not meet in January, but a slate was prepared for the elections. Bylaws were adjusted so there is no longer a requirement for two candidates for each office.

President-Elect – Steve Laird
Secretary – Donna McDonald and Kathy Spindel

Division Councilor – Jeff Smith

Friend at Large – (DK number of positions open) Charles Hanson and Veronda Pitchford

Foundation at Large (there are two positions open with 3 candidates) - Ginny Moore, Libby Post and Marcellus Turner

Moved by committee does not require a second. Motion passed unanimously.

4:10 PM PUBLIC SERVICE AWARD FOR 2016

Sally reported on Baltimore Library’s efforts and Nancy Pelosi was a speaker at the event and Sally asked that the group Honor Nancy Pelosi at National Legislative Day 2016. The group discussed names of previous honorees. Ed remarked on his experience with her in California, reminiscing that he called her “Commissioner Pelosi” and she was tremendous supporter in her role at the San Francisco Library. He served under her. Paula asked about the nature of the award. It is to recognize support to the Baltimore branch, support to all library legislation.

MOTION: To Honor Congresswoman Nancy Pelosi with the 2016 United for Libraries Public Service Award at Legislative Day

Moved by Fred Stielow, seconded by Cindy Friedemann. Motion passed unanimously.

4:16 PM BRANDING DISCUSSION

Sally provided a 1 page document to the board entitled “Branding United for Libraries.” (attachment A) With the intent to refresh and engage the brand. Interested in nonprofit branding, Sally said we have issues that the article refers to and gave a brief history lesson. ALTA was the 2nd oldest division; 1898; honor roll, well identified and well respected. Dr. Frumkin said that stakeholders understand identity along with; Michael stated that the old names have more recognition. Sally suggested we look at the eight branding components as a board, but not feel the need to do all.

1. Statement of what you do and how it Impacts your target Community.
2. Library supporters at the local level, create Public Awareness for libraries. What we do, why it matters, the better they do, the better you do. Impact statement.
3. We are the public voice for libraries, we are the public, we are speaking for libraries,
4. Higher impact, we are the public voice for libraries;
5. (Sally took notes for this part of discussion)
6. For the benefit of the board, Cindy provides bulleted notes from this session. It was not possible to capture every speaker’s name or thought as people spoke over one another in their passion for the conversation.
7. The Public’s Voice for Libraries
   a. Advocate
   b. Educate
c. Fund
d. Support
e. Serve
f. Volunteers
g. Trustees
h. Friends
i. Foundations

8. Fred suggested the message; then look at the audience; then review Mission Vision Values & Goals
9. What is it we can own (Kathleen) about our brand.
10. Ownership of the language.
11. Robin said keep it simple; get laymen boards on board. Boots on the ground for UFL; want to know right away, what is in it for us; Cost to be a member
12. Do not really need us( the big libraries, foundations, )
13. Beth noted that the newsletter “the VOICE” ties nicely.
14. Cindy commented that we should not waver from some of the strong direction created by the newsletter, the Voice, and focus on two key customers (gatekeepers) for impact; Library Directors and Corporate sponsors (figureheads and leaders). This will keep us focused.
15. Kathleen - What is the elevator pitch (speaking points)
16. United Owns Citizen advocacy; Pearson (citizen created a lot of drama)
17. Recognized Leadership – We have some assets in the room – Keith (ALA National) asked us to join, Sally published a long time, respected expert.
18. Peggy Barber rec’d Lippincott award; Everyone knows Peter Pearson! Everyone knows Skip! Everyone know Ed! Huge loyalty with the large solid publishing houses.
19. Having a big-name CEO in the non-profit; making speeches, writing articles;
20. Chose Pat Schroeder
21. Sally thought Pat Schulman on the to be employed rotating nature of board
22. Include ALTA and FOLUSA
23. Reach out to Hispanic community; how to you reach to them; pick your stars based on areas you want to reach; Camila was mentioned.
24. Who are we trying to reach? Who is your audience? Sally suggested it is the library community. Colleagues across ALA need to know.
25. Solidify the brand; Identify your champions; Target the marketing (groups) State;
26. What are your goals?
27. Speaking as the Devils’ Advocate, we are trying to be too much to all people.
28. Library Directors might be our most stable audience. They would get the trustees on; the friends;
29. Sally’s upcoming publications want to know. Access to info; don’t have to recreate the wheel; templates for best practices; practical advice; Librarians have fear of trained trustees (don’t want them to micromanage);
30. This group can listen and connect to the community.
Loida Garcia-Febo (ALA Executive Board Liaison) joined group and wanted to know the “secret” of UNITED.

Recognized Leadership – (Pat Schuman);

Impressive Funders – How do you get your corporate sponsors and how do you do it? How could we exploit/use the impressive corporate sponsors to help brand us? Ed said; When United gives us “credit” we get our investment back – like Paula Poundstone events; the footnote, etc. Put the name; the Gala Author tea by Reference/USA. Sage is giving $ by UFL; I want to be part of SAGE; EBSCO; PROQUEST; GALE; This is the 1 body within ALA that you can have a “VOICE.” People read the newsletter from cover to cover

Spotlight on “sponsors” or “quote within the voice

Ed remarked how everyone was engaged. Asked for volunteers to form a task force to serve on Branding: Ed asked members to let Beth know;

Steve; Peggy; Paula; Kathleen; Skip volunteered to serve on the task force

5:00 PM BOARD CLOSING COMMENTS

Peggy Danhoff reminded the board that there will be a session that will take place as the last session before the closing general session Monday. It was stated that sometimes we have problems with the scheduling and acceptance of our programs.

Camila mentioned her familiarity with a group that holds a mini-conference that is over ½ the size of Cal’s conference. She stated we should consider this idea if we are still dissatisfied with the acceptance of our programs. Robin suggested we look at working more closely and teaming with the state group where our conferences are held to increase participation. The free exhibits only registration process has some challenges.

5:11 PM MEETING ADJOURNED

Steve asked if there were any final comments, and asked for the motion to adjourn.

   MOTION: To Adjourn 2016 Midwinter UNITED Board Meeting

   Moved by Steve Laird, seconded by Don Roalkvam. Motion passed unanimously.

Respectfully Submitted,

Cynthia Mitas Friedemann
Secretary, United for Libraries