Approval of minutes  Jeff Smith moved approval, Don Roalkvam seconded. The minutes were accepted.

Director's Report:  Sally Reed updated the board about the new “Short Takes for Trustees” – a 10 part series that library directors can use with their staff at meetings to help them understand and prepare for their roles. There is a full page ad in Public Libraries journal highlighting the webcast series. Christine Hage reported that she has been using ST with board for last four months and it’s gone over well, sparked good discussions

Sally reported that both EBSCO and ProQuest came back as corporate sponsors and thanked Ed for helping with this.

There is a continuing decline in personal memberships but groups’ membership is growing thanks to statewide purchases.  While overall this is a very good thing, we need to look for ways to build individual membership because it an important source of revenue.

Don Roalkvam told the board that other divisions are losing membership as well.

Sally and the staff will look for a way to target ALA leaders who are retiring and joining their local boards of Trustees.  In addition, we will look for ways to target library directors and encourage them to join their trustees as individual members.

Jeff Smith suggested that perhaps a presentation to the Retired Members Round Table would benefit us.

Jeff: maybe make a presentation about United to Retired Members Round Table

Budget:

Clara Borher, chair of the Finance and Audit Committee for United reported on the budget and discussed the new agreement with ALA that we would pay back $25 per group to ensure that they are in compliance with ALA's Constitution and Bylaws.  She also reported that the ALA Executive Board approved a 2% increase in salaries for fy2016.

Raising Revenues: Peggy Danhoff reported that in May there was a Huffington Post article about why Starbucks and libraries need to talk.
Deborah Doyle said she has Starbucks connection.

Jeff Smith remarked that some corporations give checks and go away. Starbucks isn’t like that, they have an engaging corporate responsibility approach. They want to be a partner.

Cindy Friedemann suggested we take photos of librarians lined up at Starbucks at conferences to make our case with them.

Ed said the corporate task force came together because we’ve lost a lot of sponsors due to mergers. EBSCO dropped off when they acquired H.W. Wilson. Interest from a vendor perspective of this board is that they want to be advocates (like United). This is the beginning – this will be part of his platform next year - to engage corporates. They want their names out there.

Jeff Smith said he works with library vendors like Ingram, 3M, B&T, Midwest. Jeff will be happy to be part of committee.

Division Councilor It was voted unanimously (with Jeff Smith abstaining) that Jeff Smith replace Susan Schmidt since she is now our President. Deborah moved, Ed seconded

New Board Members: The executive committee recommended Mark Smith, Peter Pearson, Fred Stielow, and Paula Beswick to join us as “at large members” for three year terms each. Deborah Doyle moved, Ed McBride seconded and the recommendation passed unanimously.

Programs at Annual

Susan Schmidt– N&B went well. She reported that it took a lot of work for committee and chair, but was one of the best we have had in years. It was great to have BookPage in attendance as they are new corporate sponsors. She thanked Ed and SAGE for cocktail hour of 50 people.

Sally Reed reported that the Citizens-Save-Libraries train the trainer also went great. 70 people attended and everybody came back after break.