MINUTES

2:30 PM CALL TO ORDER & INTRODUCTIONS

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

Board Members Present:

Ed McBride, President, UNITED; Susan Schmidt, President Elect, UNITED; Christine Lind Hage, Immediate Past President, UNITED; Steve Laird, Corporate at Large; Mark Smith, Board Member at Large; Fred Stielow, Board Member at Large; Camila Alire, Trustee at Large; Peggy Barber, Friend at Large; Cindy Friedemann, Secretary, UNITED; Skip Dye, Corporate at Large; Kathleen McEvoy, Corporate at Large; Don Roalkvam, Trustee at Large; Paula Beswick, Foundation at Large; Peter Pearson, Board Member at Large; Deborah Doyle, Foundation at Large; Loida Garcia-Febo, ALA Liaison.

Staff Members Present:

Sally Gardner Reed, Executive Director, UNITED; Beth Nawalinski, Deputy Director, UNITED

Additional guests were present. The guest sign in sheet is available from UNITED Staff.

2:40 PM APPROVAL OF MIDWINTER CONFERENCE MINUTES

Ed invited the board to review the minutes from the Board of Directors meeting held Sunday, January 10, 2016, 3:30 – 5:00P.

MOTION: To accept Midwinter Conference minutes as presented.

Moved by Christine Lind Hage, second by Peggy Barber. Motion passed unanimously.

2:45 PM NOMINATING COMMITTEE REPORT

The board agenda was amended to hear from the Nominating Committee next. Due to changes to the board that occurred in the spring of 2016, the following actions were discussed. Sally shared that
UNITED Division Councilor, Jeffrey Smith left the board for personal reasons, and the group discussed his replacement. They also discussed the merits of inviting David Page, Managing Editor of ABC CLIO to the board as Trustee at Large. A slate was recommended from a representative of the nominating committee.

MOTION: To accept the following members to the UNITED Board:

Christine Lind Hage, Division Councilor

David Page, Trustee at Large

Moved by Susan Schmidt; Second by Fred Stielow. Motion passed unanimously.

3:00 PM DISCUSSION OF DIVISION COUNCILOR REPORT

Another adjustment to the agenda occurred as Christine proceeded to provide the Division Councilor’s Report to the board.

Christine reported on issues that emerged during the Council Forum the New Jersey Councilor brought motions pertaining to ALA governance. The items included:

1) Discussion of a permanent seat on the Executive Board. All ALA leaders must be members of their State Library Association.

2) A resolution is forthcoming from the ALA Committee on Legislation, and Christine would like United BOD to endorse the Marrakesh Treaty. The world intellectual property organization (the library for the blind is not able to translate into their language) needs 20 countries to sign on (all countries signed will be bound by the treaty). The US Senate must approve the treaty, and she would like to suggest that the UNITED Board endorse this treaty. Fred Stielow endorsed. Mark is glad that Christine is bringing this forward, good for any print-disabled person.

It was asked if there is any reason we should not endorse. Should we be concerned? There is concern from the copyright side according to Skip Dye. He said it is complex. Altruistically it is true that the hearing and visually disabled should have access in their native language. However, in China a lot of information is taken, reproduced, and sold for less, and US Publishers lose our copyright. DAISY programs are managed by Skip Dye. There are other things that concern publishers. It was asked if there is a concern the Marrakesh treaty makes info available. It was stated that other countries have this in different variations, but this treaty says to the rest of the world this is a good thing.

MOTION: To endorse the Marrakesh Treaty.

Moved by Fred Stielow; Second by Mark Smith. Motion passed; 13 Aye; 3 Abstained; 0 Nay.

3) Bill of Rights for Libraries – Christine mentioned shelving parity, display policies, and interpretations of the Library Bill of Rights. Fred asked if the IFC should share and the group discussed its importance.

3:20 ADDITIONAL BOARD NOMINATIONS

In another adjustment to the formal agenda, Sally discussed an opening for a member to the Board at Large. She requested that the board appoint Paula Beswick who previously completed the unexpired term of Jeffrey Smith, Foundation at Large. Paula was asked to leave the room for the board vote and discussion.
Motion: To appoint Paula Beswick as Board Member at Large.

Moved by Deborah Doyle; Second by Skip Dye. Motion passed unanimously.

3:30 PM EXECUTIVE DIRECTOR’S REPORT

The group resumed the official meeting agenda and Sally was asked to elaborate on her reports as provided to the board on the agenda. She addressed the following items in her remarks, which spurred lively discussion from the board.

1. Sally thanked Skip Dye for hosting a luncheon for 137. The goal of the luncheon was to attain and attract new members. Non-united members were invited. During the program Sally pitched UNITED! This was an effort for more to know who we are, and what we do. The email list will be provided to Sally. Sally also thanked Skip for the donation of Onesie’s for Books for Babies.

2. The financials were briefly reviewed; Christine Lind Hage asked if the Budget/Financial committee met. Sally reported that the committee did not meet.

3. Sally discussed the Trustee Academy and the staff’s goal to get it “badged” by ALA.

4. Branding Task Force (and membership discussion) – Sally presented the results from a focus group that was conducted at PLA. We were reminded that all the name changes hurt us. It was recommended UNITED use our tagline more in our materials (ALTAFF) and our printed materials. Sally asked the board to discuss how we can elevate our organization more.

   Steve Laird referred to Ed McBride’s notes, bullet 3, aging of volunteers

   Beth Nawalinski suggested we do a quick fact sheet for each group

   Steve Laird suggested we get back with focus group folks our base is challenging new young librarians

   Ed McBride mentioned a program that addresses “how we engage with this younger generation?”

   Kathleen McEvoy observed angst about young persons regarding disconnect between older supporters and newer staff

   Ed McBride suggested programs that include bar night at library, response from Utah was, “We could never do that.”

   Peggy Barber said our library family talks to itself, and there is good sharing, lots of communication, but we are not representing people in the rest of the world. Listen to the rest of the world.

   Deborah Doyle remarked that over 50% of friends do not know the budget of their local library. Friends and foundations are not mentioned and observes a 2 way disconnect.

   Sally Reed is getting to library directors to use with their friends and foundations, and the shifted focus will net us more opportunities to bring more members that are librarians.
Paula Beswick said the focus group talked of FOLUSA, ALTA, and ALTAFF. They suggested we need to quit saying all their names. Why are we talking about FOLUSA when it no longer exists, you guys need to let it go! The new people do not care.

Affirming this reality, Ed McBride mentioned a conversation with a nonmember who said, “I used to be FOLUSA, and I am not getting info I used to get for friends. Please don’t change your name again!”

Fred Stielow said United was more visible at this meeting than normal. This was good, make our identity part of the branding. It still boils down to audience. We are retired librarians, are we welcome? Branding is taking hold.

Ed McBride mentioned that when he is around the other division leaders, they understand UNITED.

Mark Smith asked if we have data on who is most likely to be involved, most likely to attract smaller libraries?

Beth Nawalinski responded that in the “FOLUSA days” there was more information. We were reaching more out to Friends and Trustees. After the merger, the overwhelming bulk is friends groups (small – up to 100) and large (like Peter Pearson’s group). Personal membership is actually directors, or regular ALA members vs. trustees. We have some boards of trustees who are joining. Beth suggested that Library Directors are the gatekeepers and do not want trustees trained, and put them more in their “business” that makes them more supportive.

Mark Smith stated that addressing this issue would be a great message to take to the ULC (Urban Library Counsel).

Ed McBride shared that there is a group who cannot do ALA membership and others. Friends groups have to decide where to spend precious resources, who can we serve best? We have limited resources and programs, and we have to decide how that is going to look. There are friends groups who feel they cannot spend a precious $50 for a membership.

Susan Schmidt asked if we are doing everything we can to get our name out. Are we to partnering with other divisions for programming? LLAMA, TX, NE, KS, MI include all state trustees, friends groups, foundations, administered by state library. Since this has been state membership, would UFL be able to go to TLA conference and put on a program there for library directors, speakers bureau? We can contact states to do this. Went to TX LA, Nebraska has Sally do a webinar annually. Regionally, each of us live in a different area, and are involved in a state program...Susan attends and participates in the Maryland Library Assn. conference. What better way to do this then each of the board propose program, how do we do this regionally? If our purpose is to find gatekeepers, we need continuity with directors and staff.

Fred Stielow suggested this falls into the area of Tactics and Implementation. Look at a speakers bureau, train the trainer, what are topics this body could come forward with. Do we want to go ahead, we cannot find time to have this discussion. Create a task force to implement at midwinter.
Deborah Doyle said that in California, we are expending this larger piece, revamping; she expressed interest in getting involved with a task force.

5. Sally mentioned there will be one more meeting with previous task force and asked for volunteers to a new task force. Volunteers mention were Deborah Doyle, Camilla Alire, Fred Stielow, Paula Beswick, Pat Schuman and it was suggested that UNITED recruit members from District Boards.

6. Sally discussed some planning items with the board with respect to future UNITED programs; (President’s Program; Promotion and enthusiasm for of Nuts & Bolts)

7. The registration for this conference was down (16,722)

8. State memberships are helping with growth.

Board Discussion concluded. Sally mentioned that her report was complete.

3:55 PM RECOGNITIONS FROM THE PRESIDENT

Ed McBride recognized the following UNITED Members for their service to the organization:

Cindy Friedemann; Christine Lind Hage; Paula Beswick; Alice Calabrese-Berry; Cherine Janzen; Don Roalkvam; Steve Laird; Clara Bohrer; Susan Schmidt; Jeffrey Smith; Peggy Barber; Peter Pearson; Nan Blaine Hilliard.

3:59 PM PROCLAMATION HONORING ED MCBRIDE & PASSING OF THE GAVEL

Ed was thanked and honored for his service since 2004. The proclamation outlining the organization’s gratitude is available from UNITED Staff.

In a ceremony Ed McBride passed the President’s Gavel to Susan Schmidt establishing her role as President of UNITED for Libraries

4:00 PM MEETING ADJOURNED

UNITED President Susan Schmidt asked if there were any final comments, and asked for a motion to adjourn.

**MOTION: To Adjourn 2016 Annual UNITED Board of Directors Meeting**

Moved by Peggy Barber, seconded by Skip Dye. Motion passed unanimously.

The meeting concluded at 4PM.

Respectfully Submitted,

Cynthia Mitas Friedemann
Secretary, United for Libraries (2013 – 2016)