Association of Library Trustees, Advocates, Friends and Foundations
Board Meeting

ALA Midwinter Meeting
San Diego, California
January 9, 2011

MINUTES

Board members present: Rod Gauvin, Donna McDonald, Rod Wagner, Susan Schmidt, Rose Mosley, Gail Griffin, Clare Delaney, Robin Hoklotubbe, Peter Pearson, Ed McBride, Helen Wilbur, Peggy Danhof, Kathryn Suarez, Kay Runge, Charles Hanson.


Staff: Sally Reed, Beth Nawalinski

Call to Order – President Rod Gauvin called the meeting to order at 8:30 a.m. with a welcome and introductions of those present.

President Gauvin welcomed Susan Stroyan, American Library Association Presidential candidate. Ms. Stroyan offered her vision for the ALA, followed by questions from board members.

Minutes – It was MOVED by Peter Pearson and seconded by Kay Runge to approve the minutes of the June 25 and June 28, 2010, ALTAFF board meeting minutes, with name spelling correction. Motion APPROVED.

Public Service Award – It was MOVED by Gail Griffin and seconded by Robin Hoklotubbe to present the American Library Association’s Public Service Award to Congressman Raul Grijalva (D-AZ 7th District) for his sponsorship of the Skills Act which amends ESEA Title I to require that schools that receive these funds have at least one qualified library media specialist. Motion APPROVED. The award will be presented during National Library Legislative Day.

Nominations Report – It was MOVED by Rose Mosley and second by Kathryn Suarez to approve the nominations report. Motion APPROVED.

For the 2011-2012 Term:

VP- President-Elect
- Gail Guidrey Griffin
- Helen L. Wilbur
Friends Section Chair-Elect
- Marsha A. Bennett
- Samuel T. Huang

Trustee Section Chair-Elect
- Tanya T. Butler
- Dora U. Sims

Trustee at Large
- Denise E. Botto
- Gwendolyn Guster Welch

Executive Director’s Report – Sally Reed noted that budget and membership losses have been challenges. Efforts are being directed toward bringing lapsed members back to ALTAFF. The loss has been largely from the friends group area and resulting from the change in membership renewal procedures. Staff is working hard to bring these members back. Other membership categories are increasing. ALTAFF needs help from all board members to recruit. A new membership category approved by the ALA executive board allowing participation for services only will help. It was noted that there are some 16,000 library boards across the country and somewhat the same number of friends groups. Work is being directed toward reaching out to library boards and friends groups.

Sally Reed acknowledged the work of the Corporate Task Force, chaired by Helen Wilbur and members – Rod Gauvin, Peter Pearson, Kathryn Suarez, Kay Runge, and Charles Hanson. Their early efforts have resulted in some new corporate sponsors.

With special thanks to Peggy Danhoff, Sally noted the success of the Trustee Academy, built on the well designed Illinois model. Outstanding reviews have come in. Reed asked board members to promote the academy locally encouraging boards to participate.

Reed encouraged membership participation in ALTAFF and said that committee interest sheets will be distributed. Donna McDonald, President-Elect, will make appointments.

Rod Gauvin asked about the budget outlook. Reed responded that a balanced budget was submitted. If ALTAFF is not successful in bringing back lost members the association will need ALA subsidy. ALTAFF is currently receiving a subsidy but should stand on its own. But that can’t be done without a lot of help to raise revenues. A number of revenue raising activities are being looked at, including the Trustee Academy.

Peter Pearson asked about financial statements noting difficulty in reading the report and misleading labeling. Sally Reed responded that the financial statements are in ALA format and said that the ALA financial system is such that it is difficult to get timely information. Rod
Gauvin asked for an internal document that would be clearer. Sally said that the board financial documents are simplified from a longer 20 page budget document.

**Bylaws** – Sally Reed noted two main changes in the bylaws revision proposal: (1) adding “citizens for libraries” language and (2) elimination of sections. The remaining changes are “housekeeping” to be in line with the bylaws changes.

It was MOVED by Gail Griffin and seconded by Kathryn Suarez to approve the proposed by-laws changes for presentation and vote by membership. Motion APPROVED (for membership vote).

**Strategies Discussion** – Rod Gauvin commented on fund raising strategies and corporate outreach. Those actions include securing corporate services and in-kind services.

Donna McDonald said that board members need to take a look at what we can contribute in terms of membership. Peter Pearson said that in his experience with boards there is an expectation that members be financially supportive of the organization. That doesn’t appear to be part of the ALA culture but could be part of CFL/ALTAFF’s culture. He said that every member be asked for a personal contribution whether it be $5 or $500 and recommended that this be done before the end of 2011, before end of the fiscal year. Rather than a verbal request it was suggested that ALTAFF send out a written request for response. Rod Gauvin asked for a resolution.

It was MOVED by Peter Pearson and seconded by Robin Hoklotubbe that ALTAFF send a written solicitation to all board members before the end of the 2011 fiscal year and that we have 100% participation. Motion APPROVED.

Sally Reed initiated discussion of membership issues and strategies to bring people into ALTAFF. Sally mentioned the value of the Trustee Academy and publicity to inform potential participants. She asked for thoughts on how to reach out to people to encourage them to participate. A Q&A on benefits was suggested. A significant one is the contribution from Neal-Schuman of copies of 101 Great Ideas given free to members. That is a $65 value. The newsletter (The Voice) is a benefit. Toolkits and practical guides are available and are free resources to members. A digital bulletin will be issued between newsletters.

Board members were encouraged to contact their state librarian about ALTAFF and memberships.

Other suggestions:

- Sample letters can be provided on advantages of ALTAFF memberships.
- Robin Hoklotubbe suggested a downloadable widget that includes a statement and logo to be placed on a library website that they are “a proud member of ALTAFF.”
- Peter Pearson asked about offering a discount for a member bringing in another group.
- A Groupon plan (the concept is under consideration but not Groupon itself).
• It was noted that there are 800 trustee members of ALA that are not ALTAFF members. The intent is to reach out to these ALA members with personalized contact as a post-Midwinter activity.
• Work with state library associations for membership promotion and involvement in state association activities.
• ALTAFF on the road – get out and make local contacts. Ask corporate partners to promote ALTAFF when they are out on the road. Start off in New Orleans. Gauvin asked for help in setting up and providing a script for remarks – an “On the Road” toolkit – a traveling speakers’ bureau.
• Association newsletters seek content. Provide content for the state associations to include in their newsletters.
• A “top ten” reasons to join ALTAFF list.
• Testimonials from members are another method for communicating memberships.
• A survey of Nebraska trustees and friends to collect their perspective on the values and benefits of ALTAFF services (resulting from Nebraska’s statewide membership).

Implementation Assignments

• Sally Reed asked all board members to join the ALTAFF Trustees listserv.
• Staff will prepare a list of ideas and a toolkit for distribution to all members. Members will be asked to do what they can from the information and ideas in the toolkit. It was suggested that an e-mail go out to board members with links to the toolkit.
• Beth Nawalinski will send a link to the page for managing listserv involvement.
• Sally Reed and Rod Wagner will work together on a letter to send to state librarians re ALTAFF.
• Sally and staff will prepare a list of the suggestions to send out to all in attendance at this meeting and who will be taking responsibility for items.

Sally asked for a goal – raising membership by X percent by this time next year. By consensus it was agreed to set a goal of increasing membership by 25%. Reed said that it will be fascinating at annual to see how far we’ve come.

New Business – Rod Gauvin asked for any further new business. None noted.

Adjournment – Gauvin thanked all for participation and asked for a motion to adjourn. Claire / Gail MOVED for adjournment. Motion APPROVED. The meeting adjourned at 10:38 a.m.
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Executive Board Meeting

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MINUTES

President Rod Gauvin convened the executive board meeting at 11:00 a.m.
Members present: Rod Gauvin, Rose Mosley, Donna McDonald, Susan Schmidt, Rod Wagner.
Staff present: Sally Reed

Susan Schmidt MOVED that Virginia Stanley of Harper Collins be added to the ALTAFF board. The motion was seconded and APPROVED.

It was noted that a clear budget presentation is needed. Sally Reed said that the budget report will be prepared “in-house” for future meetings. Sally will work with Rod Gauvin on the budget format.

Implementation strategies will be prepared, per board meeting discussion, and the strategies will be sent out to board members with a request for their help.

It was noted that there had been a good discussion on marketing the Trustee Academy. There is a need to get news and information published concerning the academy. Good testimonials are coming in.

Gauvin noted that executive board conference calls will be arranged as needed. The EB will touch base before the New Orleans meeting.

The meeting was adjourned at 11:20 a.m.