

**Oregon Library Association
Executive Board
September 21, 2001**

Guin Library, Hatfield Marine Science Center, Newport, Oregon

Attending:

Voting Members: Janet Webster (President), Connie Bennett (Vice President/President-Elect), Diane Bolen (Support Staff Division), Sara Brownmiller (Academic Division), Rob Everett (Public Library Division), Barbara O'Neill (Secretary), Shirley Roberts (Member at Large), Anne Van Sickle (Past President), Heidi Weisel (Oregon Young Adult Network), Dan White (Children's Services Division)

Non-voting Members: Colleen Bell (Publications Committee), Faye Chadwell (Intellectual Freedom Committee), Diedre Conkling (Network Coordinator), Ed House (Parliamentarian), Melanie Lightbody (Chair, 2002 Conference Committee)

Convene:

President Anne Van Sickle called the meeting to order at 11:05. She presented a gift to Vice President/President-Elect Janet Webster and turned over the gavel to Webster. Webster presented a plaque to Andrew Bonamici in absentia to commemorate his 4 years as treasurer and gifts of appreciation to out-going President Van Sickle and out-going Secretary, Melanie Lightbody.

Approval of Minutes

Barbara O'Neill

Minutes were approved as distributed.

State Librarian's Report

-- No report

Treasurer's Report

Janet Webster

Webster announced that elected Treasurer, Chuck Amsberry, resigned. Webster will appoint an interim Treasurer to fill out the first year of the term.

Webster presented a proposed budget for 2001-2002. Highlights of income: conference income is expected to be higher than last year, dues a little lower than last year. Total expenses would stay about even; Joint Conference expenses estimated to be about \$60,000, increase in Board travel (Executive Board members are entitled to some travel reimbursement) and inflation increases for Hotline and web page development and maintenance. Budget for Intellectual Freedom Committee reduced to \$750. After discussion it was increased again to \$1500 in order for that committee to conduct survey of academic libraries. Budget for OLA/OEMA Committee increased to \$2500 in order to do demographics study. Contract with Jim Hayden (\$1500) for conference pre-planning will be added to Other category. The budget may be changed as year progresses. Proposed budget as amended was passed unanimously.

President's Report

Janet Webster

Stories by the Sea is in Newport this weekend.

Governor Kitzhaber issued a proclamation declaring October to be Lesbian and Gay History Month.

Webster distributed a new OLA Board Members list; the emailing list is board@olaweb.org

ALA Representative

-- no report

Division Reports

Academic Division

Sarah Brownmiller

Brownmiller presented a proposal to amend bylaws. New bylaws would reflect changes in names of organizations and the change in the OLA membership year to a rolling calendar year. Dues of \$10.00 would be instituted to ensure a reliable revenue stream instead of relying on the Menucha conference.

Membership passed by 60-70%. Parliamentarian would make numbering changes. Brownmiller would contact Membership Committee to instruct McCully's to change membership form and Bell to facilitate the changes to the Web version and Hotline. Motion passed unanimously. Dues changes will start

with registration of new members and upon renewal of old members. Brownmiller will announce change in Hotline and on Academic Division listserv.

Support Staff Division

Diane Bolen

Working on bylaws changes. Will reconsider changes already passed by membership because Parliamentarian pointed out discrepancies.

Public Libraries Division

Rob Everett

PLD Executive Committee met Aug. 16 in Eugene. Discussed financial report and OLA Conference 2001 income. Board is compiling Public Library Division emailing list to communicate with membership and potential members. Discussed programming for OLA/WLA Joint Conference and OLA Conference 2003. Discussed OLA Board retreat and Vision 2010 charges and goals, specifically statewide library card. Next meeting Oct. 18.

OYAN

Heidi Weisel

Fall meeting will be Oct. 26 in Corvallis. Four members are presenting at OEMA Conference in October in Seaside. Members are working on handouts for a booth at the Oregon Teen Pregnancy Taskforce in Portland in October.

Children's Division

Dan White

White distributed copies of the 2002 Summer Reading Plan and the 2002 Summer Reading Budget Summary. 2002 will be the 3rd year of OLA's 5-year initiative to increase participation and long-term support of statewide Summer Reading. Metropolitan Group has been hired to help OLA secure major corporate and foundation sponsors, maintain a coordinated publicity campaign, and plan for Summer Reading's long-term sustainability.

Webster commented that Summer Reading generates lots of good publicity for libraries, combining kids and reading and libraries, and the program generates great public relations for both the association and libraries. Last year the Meyer Memorial Trust gave a \$35,000 grant, with a stipulation that we must figure out how to sustain the program beyond the next year or

two. Foundations are not willing to continue funding the program. Do we want to keep the program at a high level, or throttle it back? A small committee came up with some ideas for strategies, including appointing an OLA Development Task Force to study long-term funding. Webster needs ideas for members.

Discussion:

Where to go with corporate sponsorship? Do we want to continue putting a corporate name in conjunction with OLA's name on the materials? The 2002 Summer Reading Plan lists 4 potential Presenting Sponsors who would provide more than half of the Program's cash revenue, and provide OLA a strong opportunity for developing a long-term funding relationship with a major statewide corporate partner. Webster noted that OLA would want to be sure any Presenting Sponsors were good corporate citizens and that OLA would get top billing on any promotional materials.

Are public institutions too caught up in getting money from corporate sponsors without considering the ramifications of doing the corporations' advertising? We should look at soliciting private money for the library as a whole, not just in terms of Summer Reading -- what about donations for materials, furniture, and buildings? If we accept private money, we need to do it responsibly and under our own terms about what we will and won't accept. We have never received negative comments from the public on this issue. Is corporate sponsorship, especially in this economic climate, sustainable? Should we fund core services with private money? We need to weigh the benefits children and libraries receive with the costs of accepting private donations. We will soon have better statistics with which to do an analysis. How do annual corporate donations fit into the long-term plan of sustainability? They don't. Some of the foundations on the list are foundations individual libraries want to go to separately for solicitations. Would we be pre-empting libraries' ability to do this? OLA needs to help strengthen local library foundations and at the same time keep statewide focus. Look carefully at budget and how money is being used. One goal is to provide a book for every child that completes the program. This goal has not yet been met. Is this still something we want as a goal?

Committee Reports

2001 Conference Report

Carolyn Rawles-Heiser distributed a report on the 2001 conference at the last meeting. Highlights are in the General Notes section.

Spring break conflicted with conference

Seaside Conference Center has problems with space and technology. Not recommended for future conference site until it is technologically upgraded.

Conference web master crucial for posting conference information on OLA web site. This is a separate position from OLA Web master. Important to coordinate web access rights and information between the 2 positions.

Refund policy needs to be included on registration form. Recommendation to combine exhibits and fund raising in one committee in order to eliminate confusion among vendors.

Thursday morning business meeting should be expanded to 2.5 hours and the Friday one eliminated.

Discussion:

Hard to fit everything into one business session. Want to keep 2 business meetings because there's too much business for just one. Issue is exhibitor time. Exhibitors aren't happy without non conflict exhibit time. Much of the profit at the conference is made from exhibits. Business meetings are too packed to cut down to just one, plus, if there are 2 meetings, members could introduce resolutions at one and vote on them at another. Should we have business meetings during a meal and include the cost of the meal in registration? Our business meetings include a significant part of our program, the keynote address. Decision to pass the recommendations on to the next conference committee without a vote. Make sure there is non-conflict time for exhibits.

Conference 2002

Melanie Lightbody

Lightbody announced that all program proposals have been

evaluated and all letters of acceptance or non-acceptance have gone out to those submitting proposals.

The Conference budget has been approved but the Conference Policy has not. The Conference policy had to be changed because it didn't mesh with the WLA policy. WLA has approved the proposed changes, which appear in sections 5, 8, 9, 12, and 13 of the proposed policy.

Discussion centered on section 5:

"Non-meal events may be included in the registration mailing and the program by paying a \$2.00 fee per registrant." OLA wants to encourage people to get together and believes this section would discourage that kind of networking. Section needs to be clarified. \$2.00 per registrant seems too high. Maybe \$20-\$25 per event would be more reasonable. Bennett moved to approve the conference policy with the exception of Section 5 and authorize Lightbody to discuss the provision of #5 with WLA for clarification and lowering of fee. Webster pointed out that Section 16 authorizes Andrew Bonamici to sign checks, and offered a friendly amendment to delete this provision since Bonamici is no longer the OLA Treasurer. Motion passed unanimously. Lightbody will report the results of her discussions with WLA to the Board by the next meeting. Conference mailing will be in January. Lightbody was encouraged to put something out sooner.

Publications Committee

Colleen Bell

The new OLA Quarterly has an increased font size, a cleaner look, and a more modern appearance, and it includes the 2010 Report. The winter issue will be on genealogy. Connie Bennett will edit the spring issue.

The Vision 2010 Report will be put on the Web as an issue of the Quarterly, and also on a separate Vision 2010 web page that can be updated.

Bell distributed proposals from Pam North, the editor of Hotline (\$2499) and Rachel Mendez, the Web editor (\$2700). Goal for Web site for this year: major cleanup and bring code to standards. No redesign. Do we have procedure for backup for

these positions? Contractor is responsible for arranging for a substitute and pays for that work to be done. Bennett moved we approve the contracts. Van Sickle seconded. Approved unanimously. Publications Committee Chair will administer the contract for this year.

Discussion of OLA Website. What do we want our website to be, and what are the roles of the Publications Committee and the web editor? The roles have been in transition since Bell started out as the web editor and then moved to chair of the Publications Committee. She has had active involvement in the development of the web site. Bell suggested a handbook to pass from one editor to the next to explain what files go in which directory, etc. Publications chair makes decisions about whom to direct things to, what goes where, etc. Web editor must be OLA member. Contract with web editor is with the association. Publications Committee chair negotiates and administers contract. Is this the way it should continue? What if the new Publications Committee chair isn't as knowledgeable about the web as Bell is? Is the web site a publication or a reflection of the association? If it's a reflection, it is out of the scope of the Publications Committee. We rely on it to do archiving of the association's records. Web site is our primary means of communicating with membership and the world. Bell would like to see managing the web site a duty of an Executive Director if we should ever have one. Finding a web editor with technical abilities to further develop the site would cost the association much more than we are currently paying. Bell will meet with the Publications Committee and the web editor and come up with a proposal to bring back to the Board for continuing discussion.

Membership Committee

Webster reported she and the State Librarian attended Emporium SLIM program orientation for the 4th cohort of students that included 78 or 79 people, only 25% of whom have library experience. She was happy to tell them about the joint OLA/ALA student membership for \$25.00.

Intellectual Freedom Committee

Faye Chadwell

The committee needs to remind staff what to do if police come to the library. With the Social Responsibilities Round Table will distribute the text of the governor's proclamation on Gay and

Lesbian History Month and encourage libraries to have displays and information on this topic. Also interested in distributing Information about Muslims and Islam. Webster will write a piece for Hotline about the role of libraries in providing this information.

New Business

2004 Conference

Site Possibilities for 2004: Fair Grounds in Eugene? Sunriver? Portland Sheraton? Albany fairgrounds? Keep those ideas coming!

Executive Board Changes

Chuck Amsberry resigned the treasurer's position, so Webster will appoint a replacement to fill out this year. After this year, the membership will vote on candidates for the next 2-year term.

The Trustees Division hasn't been active for several years and needs a leader to reactivate it. Webster will ask Van Sickle, as Past-President, to try to find someone.

Interim Legislative Committee

Webster announced 3 senators have been appointed to the new Interim Legislative Committee. Others will be appointed. One of the senators is particularly interested in having library representatives from small, rural libraries to serve on the committee.

Charges to Committees

Webster distributed charges to committees. Divisions and roundtables were not assigned charges but are encouraged to work on activities and conference programs that correspond with the Vision 2010 Call to Action. Chadwell feels the charge to the Intellectual Freedom Committee of giving a conference program on the concept of the public library to reinforce the ideals of lifelong learning, literacy for all and importance of library's role in society is too broad. Maybe this would be better for the Public Library Division to do. Divisions might want to partner with roundtables. Webster has asked Chadwell to work with the Statewide Database Licensing Group to clarify and formalize governance of that group.

Input on Public Relations Committee

What is this committee's role? Do we need it? Is it too big a job to

promote libraries in general? Is this supposed to be a marketing committee? Divisions are doing that on their own. This committee might need specific assignments. Last year they were supposed to focus on @your library campaign. The charge of this committee is spelled out in 6.4 of the Bylaws. Decision to keep the committee in hiatus for a while and then call together a group to review the committee. Need to evaluate our participation in the Oregon State Fair.

Dates and Places for 2001/2002 Board meetings

November 9th, 10AM in Monmouth; February 15 in Molalla; April 17 at OLA in Portland; May 17 in Douglas County; August 23 in Eugene. No Board meeting in August at annual retreat, Aug. 5-6. These are posted on the web site, as should division and committee meeting calendars.

Email among board members

Webster remarked that the Board may do business by email but she would prefer to make decisions in public meetings only after notifying members ahead of time.

Development

Webster has copy of letter Schepcke wrote to Meyer Memorial Trust on how to evaluate library grant applications. Gives good background on public library governance. Webster will share with Board if Schepcke approves.

LSTA evaluation

Webster reviewed draft copy of LSTA evaluation. Final report will be out by end of October. Webster would like the OLA Board to comment on it.

Support Staff Division Conference 2002

Bolen announced that the Support Staff Division Conference 2002 would be Newport at the Best Western on July 12, 2002.

The meeting adjourned at 3:00.

Respectfully submitted,

Barbara O'Neill Secretary