

OLA Board Meeting
September 16, 2005
Western Oregon University – Hamersly Library

Attendance:

Rea Andrew, Robin Beerbower, Aletha Bonebrake, Maureen Cole, Dierdre Conkling, MaryKay Dahlgreen, Patrick Duke, Steven Engelfried, Camila Gabaldon, Leah Griffith, Debbie Hackleman, Carolee Hirsch, Curtis Kiefer, Bob Kingston, Julie Longbrake, Susan Ludington, Linda Malone, Carolyn Rawles-Heiser, Stephen Skidmore, Jane Stelle, Barbara Valentine.

Quorum achieved.

1. General Business

Local Details

Gary Jensen, Director of the Hamersly Library, welcomed the attendees. The Library celebrates its 5th anniversary this week.

Hurricane Katrina Relief Efforts

Many OLA members have been talking about how we might help with relief efforts. Carolyn reported that ALA has established an “Adopt a Library” program. The Texas Library Association has set up a disaster relief fund for on-line donations by state. The ALA Conference is scheduled for New Orleans in June 2006 and the ALA Executive Board will make a decision soon about whether to reschedule at a new location. Individual libraries in Oregon are helping relief efforts in a various ways, such as encouraging donations from attendees at free library programs. Leah will share information about ALA’s Adopt a Library program and encourage participation in the October 1st OLA Hotline. A link to the program will be added to the OLA home page. Carolyn and Patrick will get together to look at other ways OLA might help facilitate relief efforts from Oregon libraries.

Approval of Minutes

Barbara Valentine moved to approve the minutes from August 19, 2005. Susan Ludington seconded. Motion passed unanimously.

2. Officer Reports

A. President – Leah Griffith

1. John Entwistle Foundation

OLA received an e-mail from the John Entwistle Foundation (<http://www.johnentwistle.org/>) which is interested in bringing music education to public libraries. The Foundation would like to use Oregon as one of the pilot states. Georgia is currently part of the project. Linda will take this information to the Public Library Division and also work with CSD and OYAN to explore possibilities.

2. Budget for 2005-2006

Leah shared the proposed budget.

Income highlights: Conference income fell short of budgeted amount last year, but we hope to reach that same goal this year. Income includes \$10,000 for the Honors, Awards and Scholarships LSTA Grant being used to develop the scholarship program. \$100 is requested from each OLA Division to support implementation of MemberClicks. Division Chairs will take this request to their Divisions for formal approval. In order to balance the budget, \$6,000 from savings was added to Income.

Expenses highlights: PNLA expense is lower than usual since the Conference is in Eugene. The State Library will pay travel costs for the youth services consultant to attend the Collaborative Summer Library Program this year, which has been paid in the OLA budget in the past. \$2,500 for MemberClicks is a new expense which may be offset by a reduction to the budget amount for Associated Management. Conference expenses may be higher or lower than budgeted, but \$30,000 profit is the goal. OLA Quarterly published three issues last year, and the budget may allow for the same number again. Julie Longbrake noted that our accountants failed to file proper IRS extensions, resulting in penalties. She spoke with McCulley's to make sure that the accountant will absorb this expense, not OLA. \$200 for the Archives Committee is to order storage materials.

There was discussion about a small dues increase with the implementation of MemberClicks. Dues have not been raised in five years. A dues change requires a membership vote. Leah would like to avoid making the \$6,000 budgeted transfer, since it is not healthy for our organization to use savings for current operating costs. A successful Conference profit could make up this difference. Mo Cole moved to approve the proposed 2005-2006 budget. Linda Malone seconded. Motion passed unanimously.

3. Discussion of OEMA Participation/Contribution to Lobbyist Activity

Discussion continued about the role of the OLA lobbyist in addressing school library issues with the legislature. OEMA members make up 88 of OLA's membership and OEMA can't afford to hire a lobbyist. OLA should be cautious about deciding who will direct lobbyist priorities. Any focus should be on school library issues, rather than general school funding topics. OEMA has established a committee to investigate OLA/OEMA cooperative activities. OLA's Legislative Committee will discuss this topic at their October meeting.

B. Past President – Mo Cole
No report

C. Vice President – Aletha Bonebrake
No report

- D. Secretary – Steven Engelfried
No report
- E. Treasurer – Julia Longbrake
1. Financial Reports
All Divisions and Roundtables should be receiving monthly reports. If anyone is not receiving budget information, contact Julia. Julia handed out Balance Sheet, Budget Summary, and Enterprise Balance Sheets current through 8-31-05. Oregon Authors currently has a negative balance. This should be recovered after sales of most recent issues. There was a question about whether Children's Services and CSD Summer Reading should still be separated. If there is no longer a need for the CSD Summer Reading account, we need to transfer that balance to the appropriate account. Julia will work with Jane Stelle to investigate the history of this.
 2. Investment Strategy – Action
Julia noted that there is a possibility of getting more interest if we choose to shift some of our cash into short term CD's. John McCulley suggests starting with \$50,000, laddering amounts so that they are not all due at the same time. OLA bylaws do not specify investment options, though the Treasurer's procedure notebook mentions "bonds," but not CD's. Julia will work with Stephen Skidmore to update the language in the notebook.
- F. Parliamentarian – Steve Skidmore
1. Trustees and Friends Round Table Formation – Action
Bylaws adjustments from last Board Meeting have been made to the web. Steve shared a petition with 38 signatures to form the new Trustees and Friends Round Table, along with required bylaws drafted by Leah,. The Parliamentarian confirms that these bylaws are not in conflict with OLA bylaws. This new Round Table has been publicized in the OLA Hotline. The Trustees and Friends Handbook is in the process of being updated, which will include this change, to be updated after January 1, 2006. Mo Cole moved that the bylaws of the Trustees and Friends Round Table be adopted, thereby creating the Trustees and Friends Round Table, as well as transfer membership of current members of Trustees and Friends Division to the new Round Table. Carolyn Rawles-Heiser seconded. Motion passed unanimously. Steve will forward the bylaws to Rachel for posting on the OLA website and will contact McCulley's to transfer members.
- G. State Librarian – Jim Scheppke: not in attendance
MaryKay Dahlgreen reported on the successful Chief Officers of State Library Agencies annual meeting which was held in Salem as part of the State Library's centennial celebration. The continuing education portion included sessions on early literacy and brain development.
- H. OEMA Representative – Alan Kopf: not in attendance

Leah reported that the OEMA Conference will be in Redmond on October 14th and 15th. The conference includes a program on OLA/OEMA cooperative activities.

- I. ALA Councilor – Carolyn Rawles-Heiser
ALA's proposed guidelines for implementing RFID technology in libraries have been shared on Libs-Or. These describe some of the policy and technology issues related to RFID and patron privacy.
- J. PNLA Representative—MaryKay Dahlgreen
PNLA will be asking for \$1,000 from OLA for seed money for the Leadership Institute in 2006. Official request for this will come this fiscal year. The Institute is planned for the Alton L. Collins Retreat Center in Eagle Creek.
- K. Member at Large – Patrick Duke
Patrick presented the idea of putting on a pre-Conference at the OLA Conference. The event would look at consumer behavior and merchandising in libraries, possibly with an “extreme library makeover” theme. Any profit would go to the general fund. The board recommended that Patrick pursue this and submit a preliminary pre-Conference proposal. If the proposal is not approved for this Conference, he can consider it for the PNLA Conference in Eugene, a future OLA Conference, or an event separate from any conference.

3. Division Reports

- A. Academic/ACRL/OR – Barbara Valentine
The Division is working on ideas for the OLA Conference and will submit proposals for 3 or 4 regular programs and one pre-conference. The Division has agreed to help pay for MemberClicks.
- B. Children's Services Division (CSD) – Jane Stelle
Stories by the Sea will be held in Newport from September 16 – 18. The annual Fall Workshop takes place on November 5th at the Springfield Public Library. A Mock-Newbery event will be offered on January 6th in Eugene. CSD is working on Conference program proposals. All committee spots have been filled.
- C. Oregon Young Adult Network (OYAN) – Susan Ludington
Susan is working on an evaluation of the Teen Summer Reading Program. OYAN members are discussing Conference program ideas, including a possible session on Young Adult spaces. OYAN will host a Mock-Printz event on Saturday, January 13th in Newberg.
- D. Public Library Division (PLD) – Linda Malone
PLD is looking at proposals for Conference programs, including one about Overdrive downloadable audio books, as well as a pre-Conference Reader's Advisory session. The Division is also considering possible future workshops about trouble shooting computers, OLA standards, and the Medicare Prescription charge.

- E. Support Staff Division (SSD) – Rea Andrew
SSD is working on Conference proposals. The Division held another successful book mending workshop in September, and is trying to find a way to schedule more of these. Will soon make contact with OLA's new Volunteer Services and Development Directors Round Table.

4. Committee Reports

- A. 2006 Conference – Robin Beerbower
Conference proposals are trickling in. The committee would like to receive proposals as soon as possible, even in rough form. Deadline is September 30th for proposals, and the deadline for booking speakers is November 30th. The committee meets on October 13th to select proposals. Conference expenses for Wednesday include \$16.50 for pre-Conference lunch, \$29.50 for Public Library banquet, and \$6.00 for each of two breaks, though all prices are subject to change. Dessert will be included with lunch, since money savings from cutting dessert is minimal, but cutting food for the afternoon break will save a significant amount of expenses. There was discussion about raising Conference registration fees to help cover increased food expenses. Washington charges significantly more for WLA Conference registration than Oregon does. Last year we raised registration \$5 to cover the new on-line registration option. With two day registration still \$20 lower than Washington's, we decided to add \$10 for our two day member registration and \$5 for one day member registration. Non-member registration will also increase to encourage membership and to come closer to matching what other states charge. Charging for printed program ads looks unlikely to be profitable. Selling the OLA member list to Conference vendors could be a revenue source. The bylaws allow for this, with a recommended rate of \$75 as of 1998. Since we would need to provide a way for members to opt out of this if desired, we will consider selling the membership list starting in September, offering all renewing and new members the choice to opt out of inclusion in the sold list. This year we may offer the list of Conference registrants for sale to vendors, with an opt-out option on the Conference registration form. Since this is a potential money maker, the OLA Board will continue to pursue this.
- AA. 2007 and 2008 Contracts – Leah Griffith
The deposit for the 2007 Conference has been made. Lynne Mildenstein is conference chair for 2007 Conference in Corvallis. The 2008 contracts are still being discussed with WLA. We had hoped to hold the 2008 Joint Conference at the Vancouver Convention Center, but it is not big enough for the joint conference. There are also some concerns about costs. Leah will be working with Ewe Me and Company to negotiate this Conference for OLA and WLA at no charge to the associations. Liisa Sjobloom chairs the 2008 conference.
- B. Continuing Education – Daniel Peterson: not in attendance
- C. Honors, Awards, Scholarships (HAS) – Gary Sharp: not in attendance

Leah Griffith reported that HAS is getting ready to meet with the group that will be working on developing the scholarship program with the LSTA grant. HAS is also starting to work on looking at possible changes to OLA Awards.

- D. Intellectual Freedom Committee – Curtis Kiefer, Bob Kingston
Bob Kingston has been selected as co-chair. The committee plans to gather selection policies and make available on the web for Oregon libraries to work with, including academic and school libraries. “Promote liberal selection party” is part of the Division bylaws and the committee may modify this wording. The committee may propose a program on selection policies at the OLA Conference. Curtis has been talking with Candace Morgan about coordinating with ACLU related to 2006 banned book week.
- E. Library Development and Legislation Committee—Janet Webster not in attendance
Dierdre Conkling reported she will continue to forward ALA legislative bulletins to the Libs-Or list serv.
- F. Membership – Camila Gabaldon
 - 1. MemberClicks
Camila met last week with the Technology Ad Hoc Committee. She has been looking at other association websites to see what benefits members get. Some offer member discounts to bookstores, sometimes with percentages of purchases going to the association. She is considering an OLA Quarterly article addressing the benefits of membership and also considering doing a survey of people who choose not to renew membership.
Camila demonstrated a test-drive of MemberClicks for the Board. There is access at three levels: administrator, member, and basic contact (such as vendors). Forms such as Conference Registration forms can be modified easily. The membership form should be ready by January 1st. The system automatically generates renewal notification e-mails. Users can search member lists by Division, library, etc., and can send e-mail to all within a specified group with one button. We will want to adapt member information to include expiration date and member skills. Price amounts are easy to edit. Leah asked for suggestions for other features we might add. These included: Conference evaluation forms and suggestions for future programs; Add an “other affiliations” choice, such as ALA or PNLA membership; Add a “polls” feature which might serve for OLA elections, including Division elections; Could be used to retain organization history, such as chairs of various committees from previous years.
- G. Nominations Committee – open
- H. OLA/OEMA – open
- I. Oregon Authors – Sue Kopp: not in attendance

- J. Publications Committee – Alex Rolfe, Loretta Rielly: not in attendance
- K. Resource Sharing – Mary Jane Fisher, Wes Stevens: not in attendance
- L. Technology Ad Hoc – Loretta Rielly: not in attendance
- M. Advocacy – Julia Corkett: not in attendance
- N. Archives – Carol Reich: not in attendance

5. Round Table Reports

BIGOR – Scott Herron: not in attendance

DIGOR - Laura Ayling: not in attendance

IRRT – Carolee Hirsch
No report.

Library Districts – Diedre Conkling
No report.

LIRT – Rachel Bridgewater: not in attendance

Outreach –Carolynn Avery: not in attendance
Robin Beerbower reports: Outreach Round Table meeting on Latino outreach will be held on November 4th in Eugene. Details for this free event will be announced on Libs-Or soon.

Past Presidents – open

Reference – Carrie Ottow: not in attendance

Social Responsibilities – Deidre Conkling
Nothing to report

Technical Services – Michael Boock: not in attendance
Debbie Hackleman reports: There will be one Technical Services program proposal for each program slot at the Conference, plus a pre-Conference proposal. The successful LC Headings workshop will be repeated on November 17-18 at PSU.

Volunteer Services & Development Directors – Victoria Eggleston: not in attendance
This Round Table will look at reviewing procedures manuals for Divisions.

Next meeting: Corvallis-Benton County Public Library
Friday, November 18th, 2005 10:00 am – 3:00 pm