

## WASHINGTON LIBRARY ASSOCIATION

BOARD MEETING  
FEDERAL WAY REGIONAL LIBRARY  
December 3, 2004

Reported by Carol Schuyler, Acting Secretary

### **Attending:**

Eleanor Appel, RIG Co-Chair  
Jonathan Betz-Zall, ALA Councilor  
Mike Cook, CDIG Chair and 2007 Conference Chair  
Shireen Deboo, RIG Co-Chair  
Evelyn Lindberg, Webmaster  
Tim Mallory, Interest Group Coordinator  
Carla McLean, ALKI Committee Chair  
Carolynn Myall, Vice President/President-Elect  
Susan Odenrantz, 2006 Conference Co-Chair  
Neel Parikh, 2006 Conference Co-Chair  
Patience Rogge, PNLA Representative  
Carol Schuyler, Member Services Committee Chair and Statewide Marketing Initiative  
Committee Representative  
John Sheller, President  
Lynn Stone, CAYAS Chair  
Jan Walsh, Awards Committee Chair and Washington State Library Representative  
Christa Werle, Coordinator of Strategic Planning  
Gail Willis, Association Coordinator

**President John Sheller called the meeting to order at 10:10 a.m.**

### **APPROVAL OF THE MINUTES:**

Minutes of the October 1, 2004 Board meeting were approved as presented.

### **TREASURER'S REPORT:**

Wayne Suggs, Treasurer, was not able to be there. However, it was reported that the Association is in "good shape". The Association was budgeted to go into the reserve at this time, but it has not been necessary because the expenditures have been lower than expected. The current assets are \$515,848.60.

### **OLD BUSINESS:**

**Conference 2004 Report:** Sandy Carlson, Conference Chair, was not at the meeting and no report was presented. Patience Rogge said that it had been a good conference. The books have not been closed; however, it looks like it was profitable.

**Conference 2005 Update:** Mike Wirt, Conference Chair, was not at the meeting, but submitted a written report. He reported that due to serious Spokane Public Library budget issue, Jan Sanders relinquished her Program Chair responsibilities to Claudia Parkins of Spokane Community

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College. Claudia has previous conference experience. There will be three pre-conferences and two all-day workshops.

**Conference 2007 Update:** Mike Cook, Conference Chair, reported that they were on schedule and had signed the contract with the new Three Rivers Convention Center in Kennewick for April 18<sup>th</sup> – 22<sup>nd</sup>. He is currently filling committee positions and asked for guidelines from the Board. After the committee is built, they will decide on a theme and keynote speakers.

**WALE Conference 2004 Report:** Katrina Disbennett was not at the meeting. Gail Willis reported that the books have not been closed. Attendance for the conference was down; however, they had a frugal budget so they may be all right. WALE still needs a conference chair for 2005.

**WLFFTA Friends Forum Report:** Patience Rogge reported that they had 72 registrants and 60 attendees. 95% of the evaluations gave it a “top rating”. Some attendees felt that it should be held around the state. John Sheller and Carolynne Myall were both there. Brian Sonntag, speaking about Friends’ booksales, was “brilliant”.

**Statewide Marketing Initiative Report:** Carol Schuyler reported that the “kick off” for the marketing campaign was on October 7<sup>th</sup> at Seattle Public Library with Sam Reed as the speaker and J.A. Jance as the celebrity reader. The print campaign will feature three characters. Gina has already been featured. Bobby, a young boy, has just been selected. Miss Diaz, an elementary school teacher, has been replaced with the concept of a young man of color, college-aged. The desire is to feature many library situations. An online toolkit for library promotion is under construction.

**Investment Policy Draft 3:** John Sheller introduced the draft of the “Investment Policy”. Within the past four years, the Association has begun investing its revenue to ensure that it can continue to provide service to its members. The policy outlines the objectives for investments, the types of investments, and the procedures. After reviewing the draft, Tim Mallory moved with Carolynne Myall as second that the draft policy be adopted. During the discussion, Jonathan Betz-Zall recommended that socially responsible investments be considered. Tim withdrew his motion and the item was tabled for revision to be brought back at the February 18<sup>th</sup> Board meeting. Gail Willis said that the “Investment Policy” should be an addendum to the “Financial Policy” and that the “Financial Policy” would need to be revised to reflect that.

**Web Site Development Update:** Evelyn Lindberg, Webmaster, demonstrated the developments that she has incorporated into design. She has made templates for the IGs to use to make it as easy as possible for them to have online information about them. We all agreed that the web site, although still under construction, has a “clean look” that we like. Evelyn plans on launching the site at the 2005 Conference.

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### **LEGISLATIVE REPORT:**

John Sheller reported that the goal for this legislative session was to get libraries off the defensive, become proactive in the promotion of libraries, and put them in a positive light. Two areas of focus are extended levy lid lift years to six and libraries' role in early childhood and reading initiatives. Emergent literacy benchmarks are being set, but libraries are not seen as "players". We may also pursue initiative signature gathering regulations.

### **STRATEGIC PLAN UPDATE:**

Christa Werle reported that we have accomplished a great deal. Two new IGs have been formed; workshops are being presented throughout the state; the website has been improved; a CAYAS member attended the Washington School Readiness Conference; we have extended legislative advocacy, a political listserv has been created; ALA Councilor-At-Large candidates have been endorsed. At the next Board meeting, we will revisit those areas with no progress, look at the format, and decide if we want to include a statement about accountability. We might also want to consider adding the concept of "leadership in the profession" as part of the strategic plan.

### **NEW BUSINESS:**

**Library Legislative Day 2005:** Co-Chairs Laura McCarty and Regan Robinson were not at the meeting, but they submitted a written report. The day will be back on the campus on February 17<sup>th</sup>. Registration packets will be mailed in early January. The schedule for the day will include two briefings from Steve Duncan to accommodate attendees' appointments with their legislators. There will also be speakers from LPC, the State Library, and hosting city. The State Library will have an open house and a meet-and-greet with the Friends of the Washington State Library.

**Conference 2006 Report:** Susan Odencrantz, Conference Co-Chair, reported that they were in on-going negotiations with the Sheraton, and struggling with both the contract and the budget. The high cost of rooms plus the high number of room/nights agreed to in the contract were cited. When the contract was signed, it was based on what she considers to be inflated numbers for expected conference attendance. Tacoma Public Library heavily supported the 2000 Tacoma conference; they will no be able to do again. Susan recommended that we revisit the feasibility of holding conferences on the west side. Registration fees were discussed and concluded that the range would be between \$120 and \$195.

**Motion:** Move to commit \$5000 seed money for Conference 2006 with Robin Clausen in the position of the conference treasurer.

Moved: Susan Odencrantz

Seconded:Carolynne Myall

Approved unanimously.

Susan presented the conference theme: "Insight/Incite".

**Motion:** Move to accept the conference theme: "Insight/Incite".

Moved: Susan Odencrantz

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Seconded: Carolynne Myall  
Approved unanimously.

Most of the committee positions have been filled.

**PNLA Leadership Institute Report:** Patience Rogge presented a written report. John Sheller said that he was glad that it had come to fruition. Patience thanked the Association for its on-going support of the concept and the \$1000 seed money for the project. The institute was designed to identify and nurture emerging library leaders. PNLA plans on doing the institute in 2006 at another venue.

**Discussion of At-Large ALA Councilor Endorsements:** John Sheller began the discussion. There are one hundred “At-Large” ALA Councilors elected from across the country for three-year terms. Jan Sanders and Bill Ptacek are both running from Washington. Jan Walsh said that the Association should endorse them because they are both strong WLA members. Carol Schuyler said that they had demonstrated in WLA what could be done at ALA. It was agreed that candidates from Washington would not always be endorsed by the Association; this will be decided on a case-by-case basis.

**Motion:** Move to endorse Bill Ptacek and Jan Sanders as candidates for At-Large ALA Councilors.  
Moved: Jan Walsh  
Seconded: Carolynne Myall  
Approved. One nay vote.

**Solidarity with Whatcom County Library:** John Sheller described Whatcom County Library Board of Trustees’ stand on confidentiality and intellectual freedom when they were confronted by the FBI’s request for information on who had checked out Bin Laden: Man Who Declared War on America. The Board is sending them a letter thanking them for their courage and a copy of the book confiscated by the FBI.

**Outreach of Like-Minded Organization—Coalition for Open Government:** Patience Rogge, on behalf of the Association, has joined the Coalition for Open Government and has been asked to become a member of their board. Patience recommended that WLA join as an organization, a \$500 investment that will pay back over the years. Two areas of like interest: the USA Patriot Act and concerns about archiving government website information. The Board supports both membership in the organization and travel expenses for the meetings.

**Motion:** Move that WLA join the Coalition for Open Government and support the representative’s expenses.  
Moved: Jonathan Betz-Zall  
Seconded: Christa Werle  
Approved.

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**Discussion of Parameters for Response to Developments in Libraries Statewide:** Carolynne Myall led the discussion. Her question was how the Association has responded to challenges to libraries in the state. Some local entities might not want WLA input with the situation. If a situation arises, the president should call the director and ask if open support from the Association is needed or wanted. The statewide library marketing campaign should help in raising the awareness of the “common good” support for libraries as well as joining with like-minded groups/organizations. Jan Walsh pointed out that marketing is not the same as advocacy. Jonathan Betz-Zall said that ALA’s campaign “Stand Up for Libraries” has a website for reporting on what is happening in/to libraries. Patience Rogge said that both Grassroots! and WLFETA can also get involved if needed. Jan Walsh suggested that we get the pulse of what the legislators think about libraries. She reported that the marketing survey showed that 98% of the people interviewed value libraries while 3% know the range of library services. Municipal libraries are in funding crunches with police and fire departments. Christa Werle suggested that we develop relationships with contenders. Susan suggested that we develop a strong alliance with the press. She also said that the Urban Libraries Association’s model is to get politicians together to talk about the benefits and importance of libraries.

### **Other Reports:**

**PNLA Representative:** Patience Rogge reported that the 2005 Conference will be in Sitka, Alaska, August 3<sup>rd</sup> – 6<sup>th</sup>. The theme is “Stories We Share” and the keynote speaker is Rick Bragg. Alaska Airlines is offering a conference special. The Board is suggesting that local associations waive their conference registration fees for the PNLA President and PNLA will reciprocate.

**Awards Committee:** Jan Walsh reported that the nomination forms were in the mail with a return date of January 20<sup>th</sup>.

**Washington State Library:** Jan Walsh reported that the State Library was putting historical maps and classics online with the first territorial newspaper up in January. They are holding a summit in February on sustaining virtual reference. Governor Locke is meeting with youth services’ librarians about his summer reading program. Seattle Public Library and the State Library have contracted for a study on the Talking Book and Braille Library on the best way to provide service. The Attorney General and the State Library are looking into the possibility that Qwest settlement money supporting the K-20 program and public libraries may have \$1.4 – 1.7 million being taken away by other agencies. The State Library’s legislative agenda for the coming session includes: capital budget request for a combined library and archives center on the capitol campus with a target building date of 2009 – 11, funding to capture and preserve electronic state documents, 1 F.T.E. for each institution branch library, and support for the Washington Electronic Library.

**ALA Councilor:** Jonathan Betz-Zall presented a written report. Highlights included that he is the Co-Chair of the Social Responsibility Task Force on the Environment, discussions on how

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ALA should address library closings, libraries affected by health care costs, and ALA's conservative financial picture.

**CAYAS:** Highlights from Lynn Stone's written report were that their fall workshop with Rob Reid was a huge success. They have a March workshop, "Fast and Fabulous Feltboards", scheduled and two programs are included in the 2005 Conference. A fall workshop is under development.

**IGLU:** Susan Velfort submitted a written report. The IG has elected steering committee members and adopted a statement of purpose. Current activities include active recruitment of new members and a conference program, "The No-So-Odd Couple: Libraries and Unions". They hope to have an on-line newsletter.

**CDIG:** Mike Cook's written report included information about their meeting and membership. They are considering a proposed addition of the Readers Advisors of Puget Sound (RAPS) as a subgroup of CDIG.

**RIG:** The RIG Co-Chairs reported that the IG has a conference program and a workshop on on-line resources is scheduled on February 26<sup>th</sup> at Everett Public Library.

**WLFFTA:** Patience Rogge reported that the IG has three programs at the conference: advocacy at the local level, a panel presentation on building an effective library board, and the Oregon Trail Musicians at the annual breakfast.

**ALKI Editorial Committee:** Carla McLean reported for Cameron Johnson. The next issue of ALKI is going to the publisher next week and in the mail before Christmas. Cameron is working on an editor succession plan. Carolynne Myall has been working on getting an academic member for the committee.

**Member Services Committee:** Carol Schuyler presented a written report. Gina Rice has been appointed to the committee as the WALE representative. The deliberate overrun issue of ALKI will be mailed to all non-affiliated libraries in March with a letter encouraging them to subscribe to ALKI and reconsider joining the Association. ALA members who are not WLA members will receive membership applications. Members who join all the IGs will receive a "platinum member" pin with the WLA logo.

**Webmaster:** Evelyn Lindberg will promote the "platinum member" online.

**Vice President/President-Elect:** Carolynne Myall attended both the WALE Conference and the Friends' Forum this fall and spoke at each of them.

**WALT:** WALT presented a written report received after the meeting. WALT is presenting eighteen workshops across the state during March and May: "Facilitating Meeting" and "5 Star Presentations". They are presenting an icebreaker activity at the IG "meet and greet" and the

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conference as well as a joint WALT/ACRL preconference program and conference program, “Is E-Learning Right for You?”.

**GOOD OF THE ORDER:**

**Board Meetings and Other Significant Dates for 2005:**

Thursday, February 17, 2005 Library Legislative Day in Olympia  
Friday, February 18, 2005, WLA Board meeting in Olympia (location to be determined)  
Wednesday, April 20, 2005, WLA Board meeting in Spokane at the conference  
Wednesday—Saturday, April 20—23, 2005, Conference 2005, “Partnerships: We Are Not Alone”  
Thursday—Saturday, June 9, 2005, WLA Annual Planning Retreat, Dumas Bay Centre, Federal Way

**Items tabled:** Investment Policy

The meeting was adjourned at 3:00 p.m.

Approved (date): \_\_\_\_\_

\_\_\_\_\_  
Carol Schuyler, Acting Secretary

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John Sheller, President