**METROLINA LIBRARY ASSOCIATION**

**MINUTES OF THE BOARD MEETING**

Thursday, January 19, 2017 at 2 P.M.

Central Piedmont Community College, Harris Campus, Room 1226

3210 CPCC Harris Campus Drive, Charlotte

**Attendance:** Brenda Almeyda, Paula Brown, Mark Coltrain, Rebecca Freeman, Valerie Freeman, ~~Michael Frye~~, Jason Hazard, Jo Henry, Kaetrena Davis Kendrick, Andrea Kincaid, Rae Lovvorn, ~~Laura McShane~~, ~~Michael Munson~~, ~~LaJuan Pringle~~, ~~Heather Smith~~, Betty Thomas, Michael Winecoff

**Introductions.** Michael went through the list of MLA Board members and had everyone introduce themselves**.**

**Minutes** from November MLA Board Meeting were approved.

**Treasurer’s Report:** Jo announced that we have $10,099.14. Jo and Michael Munson will be meeting at the bank in a week to get him signed onto the account. As the current Treasurer, he will need to be filing the taxes for this year. Jo reported that Heather had successfully gotten sponsor checks and/or commitments for the conference: UNCG ($500), EBSCO ($500), Springshare ($250), Grier Interiors ($500 or $1000), and Rittenhouse ($100).

* Valerie noted that Johnson & Wales wouldn’t be financially supporting the conference this year.
* Betty noted that we should not expect membership renewals this year from Charlotte Law.

**Appointment of At-Large Members**: Andrea Kincaid and Kaetrena Davis Kendrick are joining the board.

* Paula asked Kaetrena to send a photo for the website if she would like to have her picture posted.

**Future Meeting Dates:** Michael Munson can only do Wednesdays and Fridays, Valerie could not do Fridays, and Betty currently works on Wednesdays and Fridays. Mark suggested using Google Hangouts as an alternative to not being able to physically attend. Kaetrena mentioned that she and Rebecca would probably trade off in attending. It was decided to alternate dates to get us started. Andrea offered to reserve a technology classroom to better use Google Hangouts. Michael will send out email to verify these dates:

* Thursday, February 16
* Wednesday, March 15
* Thursday, April 20
* Wednesday, May 17
* No meetings in June and July (except an informal wrap up of conference)

**Website Updates**. Valerie offered to take on the website. Paula decided that she would continue as Webmaster. It was decided that Rae would be back-up. The Webmaster, President, Vice President, Immediate Past President, and Treasurer have had access in the past. Michael will give his access to Rae and Rebecca would change the administrative privileges that night.

* Rebecca plans to create training videos about Apricot that she will post on the Google Drive.
* There was a discussion about creating events on the website which is really registration. It was decided that the Webmaster would create events/registration and Rae would handle the social media/marketing side of events.

**Recap of the December Event.** The luncheon was a success with Raye Oldham doing a great job. We had a lot of paid no-shows. Attendance was somewhere between 10 and 16 people. It was not as well attended as the previous year. Historically, the December event has drawn from 6 to 40 people.

* Jo reported that we only lost $68.
* Rebecca suggested that next year we change it up from Olde Mecklenburg Brewery so we are not going to the same place every year.
* The food was good.
* They also charge us to be there. Rebecca reported that most places will charge us for a room.
* Rae will check out the possibility of having it at the Art Institute.
* Betty reported that the blog post about Raye Oldham’s presentation went out on social media thanks to Rae, SEAALL newsletter, and Raye Oldham was going to have it posted on the State Library’s blog.
* Thank you note with gift card for $50 will be sent to Raye Oldham.

**Spring Program**. Last year we had Tech Summit on April 1st. Consensus was that the tech summit in the spring has been a successful idea that we should continue.

* JWU has provided the space on a Friday for the last years. Next week Valerie to check on date.
* Usually there are three people presenting. Beth Martin is always popular. Last year we advertised to see if anyone was interested in presenting. If we know of someone doing something with tech, we can ask even if it is not someone specifically in a library. Paula suggested she would be interested in hearing someone with experience with the discovery layer on an ILS. We should have selections made by next meeting.
* Rebecca to send the email from last year to Michael with a list of current member emails. Rae will send out through social media. It was suggested to pass along information to the library schools.

**Annual Conference:**

**Sponsorships.** See earlier notes.

**Speaker:** David Lankes. He is not charging us. We need to cover his hotel as we did for Cal Shepard.

**Conference Hotel**. Michael Munson may want to approach hotel about getting a block for conference. All last year’s information is uploaded on Google Drive.

**Book sale**. David Lankes has a recent book out and the thinking was that he might do a book signing at the conference. We could include selling the book in registration and give a discount.

* We would have to order books through the publisher. Non-returnable would be 40% discount; returnable would be 20%. (Jo pointed out that we still allow people to pay at the door and they don’t end up paying at the door. We also have to figure a percentage of no shows.)
* Kaetrena pointed out that if someone purchases a book but doesn’t show up, we should absorb cost of mailing it to them.
* The book is to help market the conference.
* Valerie suggested cutting off the book sales 2 weeks before the conference.
* We get the 40% discount. We don’t need to pass that entire amount to attendee especially if we might need to mail it to them. If attendee gets 35% discount, that would allow for shipping if a no show.
* Mark suggested using a promo code but others felt that could be abused.
* The consensus was to keep registration separate from book purchase, that there would be a link out to publisher where participant would have to use a credit card.
* Rebecca will check with publisher to see if that would be possible and the feasibility with PayPal.

**Food.** We haven’t gotten menus from conference center.

**Date.** Possible dates: Friday, June 2, Monday, June 5th, Tuesday, June 6th or Friday, June 9th.

* We will not be able to accommodate the school librarians because we are up against another company that pays more for those dates.
* Friday might be good for anyone coming from out of town who wanted to stay in Charlotte.
* Friday might be easier for people to get off.
* Decision was to check with David Lankes and availability for Friday the 9th or Tuesday the 6th.

**Selection Committee**.

* Brenda will monitor stuff coming in and make blind copy for reviewers.
* Valerie and Jo are submitting proposals so they cannot review.
* Selection Committee: Mark, Andrea, Jason and Betty.
* Timeline:
	+ Valerie to put together RFP
	+ Final approval of RFP at February 16th meeting
	+ Send RFP out Feb 23/24
	+ Proposals would be due back by March 24th
	+ Let presenters know before April 14th

**Program**. 4 tracks for 4 rooms. Consensus was not to have longer workshop format.

**Conference Theme**.

* Consensus was to ask David Lankes what he plans to talk about and then choose a theme.
* Rebecca will check with him about date and topic. Paula will also need picture and bio for website.

**Conference Coordinator**. Heather was not able to attend meeting. She has successfully gotten sponsors. Jo listed additional handholding that needs to be done too by the contact person. Jo to create a list of responsibilities and timing needed for completing that handholding. All the information needs to go on the Google Drive for future years. A better title might be Conference Sponsor Liaison.

Meeting was adjourned at 3:30 pm.

Michael, Rebecca, and Andrea left to meet with the CPCC Conference Center.