

**METROLINA LIBRARY ASSOCIATION  
MINUTES OF THE BOARD MEETING**

Thursday, August 18, 2016 at 2 P.M.  
Central Piedmont Community College, Harris Campus, Building H1 Room 2103  
3210 CPCC Harris Campus Drive, Charlotte

**Attendance:** Brenda Almeyda, ~~Paula Brown~~, Rebecca Freeman, Valerie Freeman, Michael Frye, Jason Hazard, Jo Henry, Laura McShane, ~~Rae Lowern~~, Richard Moniz, ~~Laura Pringle~~, Doug Short, ~~Heather Smith~~, ~~Betty Thomas~~, Michael Winecuff

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

**Treasurer's Report.** Jo announced that we have \$9,962.20. She noted that the conference made \$261.82.

**New board members:**

Rebecca added Laura McShane as a new board member. Mark Coltrain is also interested in being on the board. Looking for new positions in 2017 for Vice President and Treasurer. Voting will take place in November.

**Conference:**

Rebecca-Reported feedback was positive from conference attendees. The only negative was that the rooms were cold.

Valerie-Inquired about next year's speaker. Possibly Dr. David Lankes at USC, author of *The Atlas of New Librarianship*. Rebecca said we need to brainstorm on potential speakers.

Richard-Bags were cheaper quality-suggested pricing leather binders in 2017. Can we push back the date in 2017? Doug said we always bump against a group paying full price and we are getting a discount.

Rebecca-Spoonflower was a potential sponsor in 2017. They do cloth posters and are in Greensboro. Jo-Posters before lunch was good

Rebecca-Coffee in the afternoon needs to be added to the menu.

**Fall Event:**

Rebecca-We have done library visits and actual speaker events in the past. Suggested a UNCC library tour but a tour typically get fewer people.

Valerie-Usually 2<sup>nd</sup> week in October for fall event

Rebecca-UNCC tour and Beth Martin talking about library assessment might work. Rebecca will talk to Beth about a day and time that might work for her.

**December Luncheon:**

Rebecca-Going to another brewery is an idea again this year in the second week of December  
Jo-Reminder we had a donation of \$150(?) or so that made it possible to have the event last year and break even

Michael-Gloria Kelly at CPCC or David Singleton from CML as possible speakers

Doug-Panel discussion from different libraries

Laura-Unshelved Librarians from Seattle as possible speaker

Michael-Grant topic popular-will contact Cal Shepard for potential speakers from the State Library

**Marketing:**

Rebecca-Have any ideas to bump members for conference or association?

Valerie-HB2 issue may have reduced conference numbers

Richard-Suggested hard copy of MLA advertising

Rebecca-Wild Apricot has a member only section-anything to put in that section?

Richard-MLA card that would have discounts to area places

Doug-Museums may discount

Jo-Card concept was successful at the tennis club she works at

Laura-New member marketing for students

Richard-Mentoring program?

Doug-NCLA does mentoring

Laura-New graduates intimidated about joining, approach from a networking or mentoring angle

Valerie-Conference-what do you want from MLA? Specific meeting to address this. Possibly go to NCLA conference with a table

Richard-Go to the students instead of them coming to us. Benefits are networking opportunities, presentation opportunities, working on the board

Michael-Students on the board and good on the resume

Richard-Well done short video about MLA for advertising

Doug-Can look into CPEC Digital Studio

Michael-Solicit new faculty members

**Next Meeting:**

Sept. 15<sup>th</sup>

Oct. 20<sup>th</sup> (subject to change pending Oct event)

Nov. 17<sup>th</sup>

Respectively submitted by Jo Henry