



Executive Board Meeting Minutes

Friday, February 12, 10:00am

Virtual meeting via Zoom

Attending: Rebecca Beckley (Association Manager), Nora Blake (President), Ellen Rainville (ByLaws), Pam Aghababian (Readers Advisory), Jennifer Harris (Legislative), Sarah Sullivan (Leadership & Management), Bernadette Rivard (Treasurer), Pam McCuen (Jordan Miller), James Lonergan (MBLC), Joanne Lamothe (Vice President), Kim Hewitt (Conference), Will Adamczyk (Legislative), Andrea Puglisi (PR), Krista McLeod (NELA), Callan Bignoli (LITS), Greg Pronevitz (MSLA), Alene Moroni (Readers Advisory), Noelle Boc (Secretary), Lizzy McGovern (YSS), Sharon Shaloo (Mass Center for the Book), Sarah Sogigian (MLS), Jocelyn Tavares (PR), Anna McGrath (Paralibrarians), Amy Dorsheimer (Jordan Miller), Maura Deedy (Leadership & Management), Ellen Keane (Conference)

Call to order at 10:04am

PLEASE NOTE: communications to the chairs of different sections and committees are going through the emails set up for each group. Please have someone regularly checking those accounts to stay up to date.

Motion to approve the minutes from the December 11, 2020 Executive Board meeting made by Bernadette Rivard and seconded by Joanne Lamothe. All in favor.

Treasurer's Report –Bernadette Rivard

- January Report--our bank balance has been going down, as expected. If our account balance goes under \$5000, we can automatically transfer money. Looking into a second PPP loan which will be completed by the end of March. Investments are still doing well, so we are in okay shape.
- Working on the Conference Committee budget for this year. While it may still lose a little bit of money this year, it is an acceptable amount.

FY22 Budget

- We're about \$40,000 negative for next year's budget. Bernadette is working with the Conference Committee about next year's hybrid conference and its workability for the budget.

- Due to the number of unknowns, we aren't able to have a budget vote as scheduled at this meeting. The vote will have to go through email instead. Please be attentive in March to your email as we attempt to settle the budget and will look for a vote.
- Anyone who submitted a budget that is self-sustaining, that isn't an issue about funding. If you have any questions about your section/committee finances, talk to Bernadette.
- When you login to your MLA section address, you can see the budget document in full in the GSuites.
- **Motion to accept the Treasurer's report and to table the FY22 Budget until it is ready for an email vote** made by Ellen Rainville and seconded by Will Adamczyk. All in favor.

Conference Update—Kim Hewitt and Ellen Keane

- Change to fee structure for this year. Flat fee for all 3 days and that allows access to the recordings for a period of time.
- Did have to forego the basket raffle this year due to a variety of issues. Will be creating a way for people to donate directly instead.
- Schedule is pretty much finalized. An email Save the Date will be put out shortly.
- A conference website is also being created. Sponsorship via ad spots online is in the works.
- There will be 3 to 4 programs going on at the same time, but they will all be recorded and available later on. Programming will be on Zoom but managed through Mass Media.
- Also trying to figure out some kind of fun end of day event like trivia.
- Some questions have arisen around our Zoom account and what it can handle and whether it needs upgrades. This will also come into play with Legislative Day.

PR Committee--Social Media Policy—Andrea Puglisi and Jocelyn Tavares

- The committee started with thinking about how different sections have their own separate social media accounts. We want to consolidate that to have people have a single place to go for information; it can also undermine our brand and voice when too many platforms exist to look at. There are still options for different sections to have their own spaces, but it just might look differently.
- Creating specific hashtags for each section/committee is under discussion. The sections can designate their own liaisons to PR for posting needs.
- The policy has our philosophy about how we are presenting ourselves online and will hopefully inform membership as well. Suggested guidelines are recommendations and will not be enforceable, but it is proactive steps for people to align towards for social media presences.
- Discussion: sections right now should hold off with planned posts. The approved hashtags will help bring it all together. Separate Facebook pages can be nested under the MLA Facebook.
- The MLA Fans page on Facebook will also be brought into the fold to help clean up our presence.
- **Motion to accept the Social Media Policy and the Guidelines** made by Will Adamczyk and seconded by Ellen Rainville. All in favor.

Strategic Plan—Nora Blake

- Discussion: Suggestion to add NELLs graduates as recruits to MLA under our first Goal, Action 4.
- **Motion to approve the Strategic Plan with the suggested addition made by Ellen Rainville and seconded by Jocelyn Tavares. All in favor.**

Updates:

- **MBLC—James Lonergan**
 - Budget is a really good start. Legislative materials have been posted on the website. State Aid is again the focus for next year's budget and an increase for Center for the Book.
 - Fact sheets and reasons why you should care about the legislative agenda are on the site.
- **MLS--Sarah Sogigian**
 - New strategic plan is being implemented now. Looking forward to partnering with MLA. MLS has changed their reporting structure which will then show more of how it is going along with the plan goals.
 - MLS is going to work on an explanation of the 3 big separate library organizations (MBLC, MLS and MLA) and why we're different and how we work together.
- **NELA—Krista McLeod**
 - NELLs is not happening this year but will hopefully be back for 2022.
 - Past president Jen Bruno is starting a leadership cohort program this year that may be of interest and we can hopefully pair up with our LAMS group in some way.
 - NELA is considering the same questions as MLA about conference; hybrid or virtual? NERTCL and NITS are having programming this spring.
- **MSLA—Greg Pronevitz**
 - Virtual annual conference is happening in March.
 - Very excited to partner with MLA with the EveryLibrary advocacy project. MSLA decided their "ask" is going to seek a full audit of school libraries--personnel, collections, etc., and try to update it annually.
- **Center for the Book—Sharon Shaloo**
 - In the throes of Mass Book Awards and talking to Boston Book Festival about doing Book Bites again. Also collaborating with Mass Poetry.

Old Business

- Code of Conduct Policy is still being worked on and will be presented hopefully next meeting.
- Programming Section Proposal—The group has obtained the necessary valid signatures and will go forward with bringing it to the annual meeting for approval by the membership.

New Business

None

Motion to adjourn Will Adamczyk at 11:05am; seconded by Ellen Rainville

NEXT MEETING: Friday, April 9, 2021 at 10:00am

Respectfully submitted,
Noelle Boc
MLA Secretary