



**Massachusetts Library Association (MLA) Administrative Meeting  
Minuteman Library Network Central Site, Natick, MA  
July 13, 2012**

**Meeting Attendees:** Dinah O'Brien (President); Ruth Urell (Past President); Elizabeth Marcus-Wolfe (Vice-President); Bernadette Rivard (Treasurer); Elizabeth Hacala (Executive Manager); Laura Bernheim (Secretary)

**CALL TO ORDER:** President Dinah O'Brien called the meeting to order shortly after 10:00 am. The Administrative Board (Admin. Board) of MLA will meet during odd numbered months at the Central Site of the Minuteman Library Network in Natick. The full Executive Board (E-board) of MLA will meet during even numbered months in areas across the state. Next month's meeting of the E-board will meet on August 10 at the Plymouth Public Library. Since the majority of E-board members live east of 495, the E-board meetings will be held in the 95/128 belt. Suggestions for meeting space included Newton Free Library, Cary Memorial Library in Lexington, and Milton Public Library.

**PRESIDENT'S REPORT:** Dinah mentioned that two of her goals are to build up membership and to attend events at public libraries. Ruth suggested that in order to build on the existing membership that it may be nice to send a thank-you note and a membership card when members renew or join. Dinah will laminate membership cards for new and renewing members. Elizabeth Hacala suggested not sending membership cards in anticipating of renewal, and everyone agreed. Bernadette suggested that members of the administrative board write thank-you notes at the conclusion of Admin. Board meetings. Bernadette also suggested asking members of the E-board to call those whose memberships have lapsed.

Dinah stressed the importance of MLA being a presence at library events around the state and encouraged the rest of the Admin. Board to attend such events. She recommended signing up for Google Alerts for "Massachusetts Libraries" in order to become aware of such events. MLA's presence at these events could encourage directors and other librarians to join MLA. Dinah is also going to let Massachusetts Board of Library Commissioners (MBLC) Director, Rob Maier, know about this initiative. There was also a discussion about MLA becoming more involved with the Cape Cod and Islands Library Association (<http://www.ccila.com/>) and the Western Massachusetts Library Advocates (<http://www.wmladvocates.org/>). Elizabeth will contact them about providing a link exchange between MLA and the two groups. Dinah will contact them about becoming more involved. Along the same lines, Ruth suggested that the MLA officers attend various meetings of the MLA sections. Dinah will attend Legislative and Conference; Ruth will attend Paralibrarian and Personnel as well as Conference; Elizabeth Marcus-Wolfe will attend Intellectual Freedom as well as Paralibrarian; Bernadette will attend Public Relations; Laura will attend Youth Services and Technical Services. Elizabeth Marcus-Wolfe asked if anyone from MLA attended the Massachusetts Library System (MLS) meetings.

**VICE PRESIDENT'S REPORT:** Elizabeth Marcus-Wolfe asked Elizabeth Hacala about her job description. Elizabeth Marcus-Wolfe also asked whether or not there is an MLA presence at the Massachusetts Library Trustees Association meetings. (<http://mla.memberlodge.org/MLTA>) A suggestion was made following this to create a calendar of statewide library association events.

**EXECUTIVE MANAGER'S REPORT:** Elizabeth Hacala gave her report, in addition to the MLA Conference Budget. Elizabeth mentioned that we were short on exhibitors, but the number of attendees was high.

The Connecticut Library Association had a conference in the same time frame and also had competitive vendor prices, which may have contributed to the lower number of vendors. Elizabeth mentioned the possibility of garnering sponsorship at times other than conference, and the possibility of inviting vendors to be corporate members. Benefits of corporate membership could include banners on the website and mentions in the MLA newsletter.

**TREASURER'S REPORT:** [See attached](#)

The finance committee will meet after the October E-board meeting. Bernadette will also create quarterly reports, which will go into more details about the current financial situation. A suggestion was made to get budget requests from MLA sections in January giving the admin. Board more time to review them before conference.

**PAST PRESIDENT'S REPORT:** Planners are looking for a date for Legislative Day 2013, though it is hard to plan such events far in advance before an election. Bernadette suggested moving the day to earlier in the budget season.

Ruth also attended the MBLC meeting. Highlights of the meeting included the awarding of LSTA grants; certification regarding paraprofessionals; and partnership with the Massachusetts Center for the Book.

**E-BOARD MEETING AGENDA:** The Jordan Miller Committee needs to have its budget together so that the members can plan a program for the New England Library Association conference. A vote will be taken on whether or not to continue with the MLA sponsored bus to Book Expo in New York City.

The meeting adjourned at 12:25 pm. The next Admin. Board meeting will be held on September 14.

Respectfully submitted,

Laura Bernheim  
MLA Secretary