

MLA Legislative Committee
February 24, 2017
10 - noon
Minuteman Library Network and conference call

Attendance:

Susan McAlister
Jacqueline Rafferty
Gregory Pronevitz
Mary Rose Quinn
Matthew Perry
Dianne Carty
Nancy Rea
Stephen Spohn
Tressa Santillo
Jennifer Harris
Nanci Milone-Hill
Krista McLeod
Charlotte Canelli
Sharon Shaloo (via conference call)

1. Approval of the Minutes - ACTION

- Correction/Update: Legislative Caucus is no longer March 16. They are looking into March 28 and March 30.
- Diane moved; Krista seconded; AIF minutes approved

2. Advocacy Pre-Conference – UPDATE (Nancy Rea)

- Advocacy Book Camp report submitted in paper by Nancy Rea.
- Advocacy Boot Camp PR notes document submitted in paper by Nancy Rea.
- Jennifer Harris will help shuttle speakers from Logan.
- Krista McLeod will help with registration.
- Legislative Committee members should register and attend if possible.
- Charlotte Canelli will create a flyer to give out a Legislative Day to promote the pre-conference.
- Discussed idea to bring EveryLibrary to conference by Alex Lent. Susan McAlister will get back to Alex Lent to suggest for next year or some other venue, e.g. friends and trustees.

3. Legislative Day Final Preparations – UPDATE (Jennifer Harris)

- Setup:
 - Charlotte is handling catering.
 - Registration is live: 146 as of today.
 - Kathleen O'Connor Ives is the correct name form for the award.
 - Jennifer Harris – Do we want Mathew Muratore to speak? He is our host. Yes.
 - Dianne Carty – Need to also mention the precarious nature of federal funding.
 - Tressa and Krista are handling first time attendee program.
 - Kathy Lowe and Jacqueline Rafferty are handling the showcase.
 - Charlotte is printing agendas. Those will be at registration.
 - Mary Rose is making stickers for all attendees: “Libraries are for everyone!”

- Registration:
 - Jennifer Harris is handling loading dock arrangements. Contact her asap if you need access!
 - Tim Spindler is handling registration. Susan McAlister will send registrations from Wild Apricot to him. Maybe two lists: one by last name and one by town for when legislators drop by? Greg will provide read poster sign-up/invitation for the registration desk. (Flyers are going into legislators boxes early next week.) Nancy Rea will help at registration. Krista will help at registration.
 - Need people to ferry legislators to “their people.” Maybe lean on the statewide services table for that. Look for the Steve “giraffe.”

- Legislative briefings:
 - How do we get people there? Rm 222 at 9:30. Set alarms on legislative committee phones to remind nearby attendees to head to briefings.
 - Podium picture posters
 - Bring some easels?
 - Legislative agenda posters – see email sent by Charlotte Canelli on February 24, 2017.
 - Libraries are for everyone posters
 - Briefings agenda:
 - Matthew Muratore will welcome (9:30 only) – Jennifer Harris will notify.
 - MBLC will find speaker for afternoon session from the West due to the bus from the West.

- MBLC Briefings – Dianne will identify two or three speakers among legislators and staff and notify Jennifer on the people. Dianne will include both state and federal issues in the briefings.
 - Need to be sure that the briefings cover all lines.
 - Both briefings are the same though some speakers may differ due to other commitments.
 - MBLC will bring packets:
 - Mass Budget group one pager that shows 48% cut.
 - How Sharing Library Resources Works handout (on tables)
 - MBLC will bring a handful of copies of the legislative agenda flyers. See mblclegislativeagenda.com.
 - Create two tables for MSLA bookmark winners. Steve will do.
- First Time Attendees Program
 - Tressa is reaching out to attendees – looking to connect first timers with seasoned attendees. Going well. Keeping it simple. Will follow-up with attendees to see how it went so we can rinse and repeat for next year.
 - Krista will get a legislator to speak to this group. Maybe Kathleen O’Connor Ives or Byron Rushing or Harriet Chandler?
 - Roland is speaking as a Commissioner.
- Lunch:
 - Nanci Milone-Hill is MC – bring jokes
 - Nanci Milone-Hill – welcome;
 - Acknowledge Dianne’s retirement; commissioners; legislative committee; celebrities – aka Greg, David, Sharon, network directors
 - Anita Cellucci – welcome;
 - Anita Cellucci – announce bookmark winners;
 - Nanci Milone-Hill – recognize legislators
 - Kate Hogan will speak – Krista McLeod will supply “potential” talking points aka the How Sharing Library Resources Works handout
 - Nanci Milone-Hill – advocacy award
 - Kathleen O’Connor Ives will speak
 - The closer – Dianne will find one. Perhaps Mary Ann Cluggish?
 - Steve will create a luncheon agenda – use MLA and MSLA logos
- Read Posters – Greg and Krista have it under control

4. Engage

- Engage has been relocated to be more prominent on the MLA website.

- ALA did some syncing of info and seems to have really messed up our data. Susan is working on it.

5. MLA Strategic Plan Feedback

- Communication overall is an issue. Need to invest more in this. Especially related to advocacy.
- Advocacy Committee:
 - Appears that that communication and misunderstanding of the work of the legislative committee is at work here. The legislative committee already works on all the areas mentioned in the strategic plan. Always room for more, but seems that there is not a need for another committee.
 - Just need more participation in this committee, e.g. from every library network. Could we ask the network administrators to identify potential committee members? CLAMS, SAILS, NOBLE, C/W MARS – Susan McAlister will reach out to network directors.
 - Stephen Spohn moved. Tressa seconded. AIF

6. What Now? How to get more people engaged?

- Do we try to get all the directors in the same room or do we try to replicate what OCLN has done recently? Both? Or something different? Sounds like other networks are already moving ahead. What can we do to be helpful? To connect them? To inform them?
- Could MLA report on advocacy at the MLS annual meeting on November 6? Yes. MLS annual meeting is held in November each year. Done.
- Should also do a legislative report at MLA annual business meeting.
- Add advocacy questions to trivia night?
- Advocacy table in the exhibit hall – recruitment?
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7. Working Group on Grass Roots Advocacy

- Greg got involved with a homeschooler who generated a nice advocacy piece.
- Something else that he just said too quickly.
- Ditto.
- Digital Commonwealth is working on something as well.
- Greg has been unsuccessful engaging with academic libraries for library advocacy.
- Next meeting of the subcommittee will be in March.

8. Closing remarks

- Praise from Krista for the current level of commitment from legislative advocacy committee members.
- The next meeting of the legislative committee is on April 28 followed by June 30.
- Note: joint ways and means committee meetings begin March 9. The exact date for the library lines will be shared when announced.
- Mary Rose is lining up legislators for amendments.

The meeting adjourned at 12:45 p.m.