

**Draft Minutes
NYLA Council Meeting
May 20, 2010
Live & Teleconference**

Present: Kathy Miller, Penelope Klein, Patti McCall, Marcy Strong, Matthew Bollerman, Fran Roscello, Hong Yao, Rebecca Lubin (for Rebekkah Smith Aldrich), Josh Cohen, Marcia Eggleston, Gail Barraco, Sarah Sachs, Mary Donohue, Deborah Emerson, Jennifer Morris, Michael Borges, Ellen Rubin, Tom Bindeman, Ann Hofmann,

Also Present: Joel Friedman; auditor representatives from Bollam Sheedy Torani (BST): Ronald L. Guzior, Partner, and Jill Laboissiere, CPA

President Kathy Miller called the meeting to order at 11:05 a.m.

1. Welcome & Introductions

2. Approval of Agenda

Motion: M. Bollerman moved to accept the Agenda
E. Rubin seconded the motion.
All in favor, none opposed, no abstentions. Motion carried.

3. Approval of Minutes

A. Council Meeting – February 25, 2010

Motion: M. Bollerman moved to accept the minutes
D. Emerson seconded the motion.
All in favor, none opposed, no abstentions. Motion carried.

4. Auditors' Report

A. The auditors from BST presented their report to the Council.

Motion: M. Bollerman moved to accept the auditors' report
M. Eggleston seconded the motion.
All in favor, none opposed, no abstentions. Motion carried.

5. Finance Report

A. Monthly Financial Report

P. Klein reviewed the monthly financial statements and noted that revenues are lagging slightly behind the budget numbers, due in large part to \$40,000 outstanding from the Empire State Book Festival. Overall, NYLA is generally on track and in a satisfactory condition.

B. Consideration of Fiscal Year Alteration

M. Borges suggested that the Council consider moving NYLA's fiscal year to reflect the effects of the annual conference on budgets and cash flows. F. Roscello advised that if NYLA changes the fiscal year, then the sections would all have to change theirs. K. Miller directed that this issue be discussed in the Finance Committee and then addressed at the next Council meeting.

6. President's Report

K. Miller reported that she attended the evening gala for the New York State Writers Hall of Fame on April 9 and the Empire State Book Festival on April 10 and she thought both were great events and extended congratulations and thanks to all involved. K. Miller reported that she met in Albany on April 23 with current and incoming chairs of NYSHEI to discuss how NYLA and NYSHEI can present a united front to our elected officials for funding. K. Miller reported she and J. Morris presented an advocacy workshop on behalf of NYLA at the Westchester Library Association Annual Conference, May 7.

7. President-Elect's and Past-President's Report

A. President-Elect's Report

M. Eggleston reported she attended the YSS Conference in Albany on April 9 and the New York State Writers Hall of Fame on April 9 and the Empire State Book Festival on April 10. She attended the SLMS Conference in Albany, April 29 to May 1. M. Eggleston stated she is working on the theme and keynote speaker choices for the NYLA 2011 Conference, to be announced at this year's conference in November. She also is participating in the Library Leaders monthly conference calls organized by John Brock at the State Education Department.

B. Past-President's Report

J. Cohen reported on behalf of the Nominations Committee that the candidates for NYLA Treasurer have now been determined. They are Christine McDonald and John Shaloiko.

8. Executive Director's Report

A. Website Revisions

M. Borges provided a live demonstration of the websites of other library associations, including those from Texas, Illinois, and New Jersey, followed by a demonstration of NYLA's new website layout. The new look has been finalized, and NYLA staff will begin the process of building all the site pages under a new, modernized content management system (CMS). The new CMS will allow the adoption of user-friendly features such as intuitive page names rather than the use of page ID numbers. M. Borges is targeting introduction of the new site in its entirety at the Annual Conference in November.

M. Bollerman reported that he has been receiving large numbers of bounce messages when he sends out emails through NYLA's Online Membership Center. J. Friedman will work on a solution for this and determine whether this may be a systemwide problem.

B. Legislative Update

M. Borges reported that essential bills are stalled in the state legislature due to the difficult budget negotiations that are underway affected all aspects of the state budget. He reported on progress on bills including Cooperative Bidding for Public Libraries and Library Systems; BOCES-Libraries Internet Partnerships; and Public Library Systems Eligible for Local Government Efficiency Grants.

C. Continuing Education Update

M. Borges reported that the Summer 2010 Leadership & Management Academy will be taking place June 2 to 4 in Saratoga Springs.

M. Borges reported that registration for NYLA Institutes has been lagging in recent months due to two main factors: the transitional period and learning curve for the new Deputy Director, J. Friedman; and the current budget squeeze for libraries that is limiting expenditures on travel expenses and educational enrollments. J. Friedman has been discussing these issues with D. Emerson and the CE Committee and will be developing a new curriculum and Institute marketing strategy for the second half of the year.

D. Emerson, on behalf of the Continuing Education Committee, added that we need to target most heavily within the specific geographical areas tied to each individual session, taking a very regional or localized approach to marketing each event. In addition, the CE Committee will look at constructing a series of institutes within a continuing track or stream in addition to scheduling “one-shot” institutes. Also, the committee will be considering a new program designed for academic librarians. The CE Committee will be meeting at NYLA headquarters in July.

D. Membership Update

Membership numbers have shown a slight increase over the past few months, however there is an urgent need to bring up our conversion rate for new members to get them to renew into subsequent years. M. Borges alerted that coming layoffs in the library community could have a big impact on membership renewals. P. Klein suggested that we do a survey to find out why new members are not renewing.

Discussion of dues restructuring continued as a carryover from prior Council meetings.

Motion: J. Morris moved to delay implementation of a dues restructuring proposal to coordinate with a possible change in NYLA’s fiscal year.
D. Emerson seconded the motion.
All in favor, none opposed, no abstentions. Motion carried.

On behalf of the Membership Committee, P. McCall reported that regional get-togethers have been well-received. She is planning to put together an Albany-area mixer, with help from R. Lubin. Member Tinamarie Vella is working with a New York City Librarian Meetup Group, and NYLA could perhaps look at this as a model for recruitment and member engagement. The group is organized through

MeetUp.com. P. McCall would like to start up an Albany area group, and NYLA intern C. Dumas has volunteered to help with this and recruit assistant planners.

E. Writers Hall of Fame/Book Festival/Center for the Book

M. Borges discussed the success and positive feedback received about the Empire State Book Festival and the introduction of the New York State Writers Hall of Fame. There was excellent press coverage in the Albany area. Planning is already underway for the 2011 events. NYLA has created a website for the Center for the Book. M. Borges is working to have NYLA's first meeting for the Center for the Book in New York City. We are in the planning stages for a "Big Read" in January-March, 2011, leading up to the next Book Festival.

9. Conference Report

J. Friedman distributed proofs of the 2010 conference preliminary brochure, which will be mailed by mid-June, on pace with last year's promotional schedule. J. Friedman is planning a multipronged promotional approach, combining direct mail, email, and social network marketing. The conference will have its own website with an area for open discussion and frequent updates. There will also be a Facebook page, dedicated Twitter account, and YouTube channel for the conference.

P. Klein and E. Rubin reported that there will be a NYLA Scholarship Bash this year, replacing the Vitality Event. The event will take place at the Saratoga City Tavern on Friday, November 5, 7pm to 10pm.

It was noted that the conference at times has as many as 12 to 14 different sessions taking place, and that this may not be optimal and should be reconsidered for future years. K. Miller referred this issue to the Conference Committee to look at reducing the number of concurrent sessions for each conference time slot in the future.

10. Committee Reports

A. 120th Celebration Committee – P. Klein distributed the new pledge form for the Future Librarians Scholarship Plan. She said the hope is to raise at least \$120,000 over the next three years and asked that Council members send out personalized letters to people asking for contributions.

B. Awards Committee – J. Morris announced the establishment of the Mary Bobinski Innovative Public Library Director Award. Mary Bobinski was Director of the Amherst Public Library in Erie County from 1973 to 2006. She was a past President of NYLA's Public Library Section (PLS) and past President of the Public Library Directors Association. Mary Bobinski passed away on November 20, 2009. The award includes a cash prize of \$1,200.

C. Legislative Committee – K. Miller reported that the Legislative Committee voted to endorse ARIA (Academic Research Information Access); the Council gave its approval of the endorsement.

D. Public Affairs Committee – Kim Iraci submitted a report to the Council. For National Library Week, K. Iraci drafted a reminder with links to ALA supporting materials encouraging libraries to send press releases for media coverage of events. The Committee also proposed to focus on publicizing specific events and resources to encourage statewide participation, including: School Library Month, Empire State Book Festival, National Library Week, Summer Reading, National Library Card Sign Up Month, Banned Book Week, Teen Read Week, NYLA Conference, and SnapShotNY.

E. Web Committee – T. Baird sent report thanking NYLA sections and roundtables for keeping their sites updated.

11. Section & Roundtable Reports

A. ASLS – The Academic Librarians Conference will take place June 7-8, in Ithaca.

B. LAMS – Rebekkah Smith Aldrich was mentioned in Library Journal. LAMS is looking for candidates for VP/President-Elect and Secretary. The LAMS luncheon at the NYLA conference will feature Lawler Kang. The new issue of JLAMS is available.

C. PLS – The PLS Spring Conference took place April 29 in Ithaca. About 70 people attended. The slate of officers is now set.

D. RASS – RASS has 7 sessions and 1 CE scheduled for NYLA 2010. The RASS Noted Author Luncheon will feature novelist Scott Spencer. RASS is redecorating its NYLA trade show booth.

E. SLMS – SLMS completed a successful conference in Albany, April 29-May 1, with an attendance of more than 350. The SLMS board voted to change the section's name but hasn't decided yet what to change it to. Eventually, they will need a membership vote to change the name.

F. SMART – SMART is running a workshop on June 14 in Rochester titled "Practically Designed." The workshop will cover design and technical tips for library website content contributors.

G. YSS – The spring conference was held in Albany on April 9. SLMS announced that the Empire State Award winner for the coming year is Cynthia DeFelice, who will appear at the YSS luncheon at NYLA 2010. They have also developed a new logo for YSS.

12. **New Business**

No new business.

13. **Unfinished Business**

No unfinished business.

14. **Resolution of thanks:** The Council voted a resolution of thanks to retiring library leaders Josh Cohen, Anne Hoffmann, Jennifer Morris, and Ellen Rubin.

15. **Next Council Meeting** – September 23-24, 2010, in Albany. This will be Council Retreat, to be held at the Clarion Hotel in Albany. Retreat activities will begin on September 23 and Council meeting will be September 24.