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**Board of Directors—Annual Conference Meeting**

**June 23, 2018, 12:00 PM to 5:00 PM**

**New Orleans, LA**

**DRAFT Board Actions**

**Present:** Pam Sandlian Smith, President; Felton Thomas, Jr Past President; Monique le Conge Ziesenhenne, President-elect; Directors at Large: Rhea Brown Lawson, Michelle Jeske, Richard Kong, Carrie Plymire, Tracy Strobel; Stephanie Chase, ALA Division Councilor

**Approved Absences:** none

**PLA Staff:** Barb Macikas, Executive Director; Scott Allen, Deputy Director; Nellie Barrett, Program Coordinator; Larra Clark, PLA/OITP Deputy Director; Laurence Deutsch, Manager, Communications; Lian Drago, Program Officer, Continuing Education; Mary Hirsh, Deputy Director; Steven Hofmann, Manager, Web Communications; Kathleen Hughes, Manager, Publications; Samantha Lopez, Project Coordinator; Angela Maycock, Manager, Continuing Education; Kara O’Keefe, Manager, Marketing and Membership; Emily Plagman, Project Manager; Megan Stewart, Program Coordinator; Leighann Wood, Program Manager

**Guests:** Clara Bohrer, PLA Budget and Finance Committee; Crystal Chen, 2018 Emerging Leader; Tracy Drake, 2018 Emerging Leader; Cindy Fesemeyer, Director at Large-elect; Cindy Gibbon, PLA liaison to ALA Intellectual Freedom Committee; Mary Hastler, ALA Committee on Legislation; Deborah Jacobs, Director, Global Libraries Program, Bill & Melinda Gates Foundation; Julius Jefferson, ALA Executive Board Liaison; Kathi Kromer, ALA Associate Executive Director, Washington Office; Gerald Leitner, IFLA Secretary General; Aurelia Mandani, 2018 Emerging Leader; A.J. Muhammad, 2018 Emerging Leader; Claire Nickerson, 2018 Emerging Leader; Ramiro Salazar, PLA 2018-2019 President-elect; Gloria Perez Salmeron, IFLA President; Brooke Sheets, incoming PLA liaison to ALA Intellectual Freedom Committee.

1. **Welcome and Introductions**, *Pam Sandlian Smith*.
2. **By consent, approved** the 2018 Midwinter Board Meeting Draft Actions (2018.88).
3. **By consent, approved** the consent agenda as presented.

**Consent Items Document Number**

* 1. Draft 2018 Spring Board Follow-Up 2018.87
  2. Draft Minutes Spring Meeting 2018.88
  3. PLA President’s Report to ALA Council and EB 2018.89
  4. Healthy Communities 2018.90
  5. IMLS Opioid Proposal 2018.91
  6. 2020 Census Library Outreach and Education TF Update 2018.92
  7. Public Libraries Magazine 2018.93
  8. Publications/ Every Child Ready to Read 2018.94
  9. Update on PLA Continuing Education 2018.95
  10. PLA 2018 Conference 2018.96
  11. Membership 2018.97
  12. Technology 2018.98a-b
  13. Communications 2018.99
  14. ALA Emerging Leaders 2018.100

**Action/Discussion/Decision Items**

1. **PLA President Update**, *Smith* (no document). Smith reported on attending the International Public Library Fundraising Conferences in Denver (2017) and Seattle (2018). She recommended libraries with foundations send their development staff. A new fundraising campaign during National Library Week (April 2018) was suggested and will continue to be discussed by Smith and PLA/ALA staff. Smith also commented on the many media inquiries (Washington Post, Detroit Free Press, BBC, others) to which she responded during her term, which will be the topic of her upcoming *Public Libraries* article. Representing PLA and public libraries in mainstream media is an important duty of the PLA president.
2. **Financial Reports**, *Bohrer, Macikas* (2018.101a-b, 2018.102a-d, 2018.103). **ACTIONS.** The net profit on the 2018 conference will be close to the budget of $800,000, which is lower than in the past but still successful given the cost of holding meetings in Philadelphia and weather-related issues. The board should make labor and other costs a primary consideration in selecting future conference locations. It was noted that the overhead PLA will pay to ALA for the 2018 conference will be higher than PLA’s net revenue ($917,000 versus $800,000). In terms of other FY18 year-end projections, membership is over budget, grants are on target, and other revenue is low because many projects are still in development. PLA’s fund balance will be just under $4 million at the close of FY18. The second draft of the FY19 budget was reviewed. PLA will end FY19 with a loss of $814,000, which is nearly double the spend down of FY17. Eliminating unique circumstances in both years (an unanticipated $140,000 in revenue in FY17, and cost share expenses for the Inclusive Internship Initiative in FY19), the variance between FY17 and FY19 is actually closer to $100,000. It was also noted that FY19 revenue has been budgeted conservatively and may end up higher. PLA’s fund balance will be around $3.2 million at the end of FY19. The board moved and **approved** to approve the draft FY19 budget. The board discussed the need to analyze dues revenue to ensure that it is sufficient to cover the costs of core membership benefits, which include *Public Libraries* magazine. The board also moved and **approved** to use long term investment interest to support family engagement work in FY19.
3. **ALA Conference Committee Report**, *Bohrer* (no document). The PLA board’s position that the Midwinter Meeting should be discontinued was communicated, and this recommendation was also supported by the Association of College and Research Libraries (ACRL). However, the ALA Conference Committee ultimately recommended that the Midwinter Meeting continue as a smaller meeting with changes, including fewer business meetings and more education and leadership sessions. This recommendation will move to the ALA Budget Analysis and Review Committee (BARC) and the ALA Executive Board. The PLA board noted that the decision to continue Midwinter, which seems motivated by revenue concerns, seems disconnected from concurrent discussions about organizational effectiveness. They also expressed concern that vendors who already dislike exhibiting at Midwinter will reject a smaller meeting and questioned how the revamped Midwinter Meeting will be successful if divisions and their committee members are not required to participate. ALA divisions might increase their independent meetings and conferences to accommodate for a smaller Midwinter Meeting, which could negatively impact the revised Midwinter Meeting. With fewer meetings during Midwinter, the board noted the potential to have division boards assemble for sharing and learning, which would be positive if there can be support to sustain those convenings and act upon the ideas generated.
4. **ALA Executive Board Liaison Report**, *Jefferson* (onsite). Jefferson has served as liaison for three years and will be rotating off after the 2018 Annual Conference. Incoming ALA Executive Board member Maria Taesil Hudson McCauley may become the PLA liaison. The composition of the Steering Committee to guide the work of the ALA Organizational Effectiveness/Governance Review was questioned. The Steering Committee includes nearly three times as many academic librarians as public librarians, which doesn’t correspond to the composition of ALA generally. Jefferson noted that all ALA members will have the opportunity to provide input, but he also promised to raise the composition issue with the Executive Board. Jefferson reiterated what is included in the proposed investment budget and reported on discussions to potentially lease or sell the ALA headquarters building, The PLA board suggested that the FY19 budget should include salary increases for staff, particularly given the stress of working under the current uncertainty and upheaval, and Jefferson promised to raise this issue as well. Plans to reopen the ALA Executive Director search were noted. A resolution that the position should require the MLIS degree is expected to be considered at the membership meeting later during ALA Annual Conference, and if successful it will go to Council. Finally, Jefferson reported that ALA membership numbers have increased by 5%.
5. **ALA Committee on Legislation**, *Hastler* (onsite). PLA was thanked for using its communications to motivate members to act when the ALA Washington Office puts out alerts. Hastler reported that changes to National Library Legislative Day in May 2018 were well received and that improvements will continue to be made, primarily to engage younger members and to encourage long term relationships between advocates and their representatives. ALA’s efforts to train and support state level advocates is hampered by frequent turnover at state level associations, of both elected leaders and staff (when present). Other current issues and programs briefly discussed included Net neutrality, the Libraries Ready to Code initiative, flat funding for the Institute of Museum and Library Services (IMLS), the adopted Marrakesh Treaty Implementation Act (S 2559), and the Music Modernization Act (HR 5447).
6. **Legacy Update, IFLA Update***, Leitner, Perez Salmeron, Jacobs* (no document). The Global Libraries program of the Bill & Melinda Gates Foundation and its remaining staff (Deborah Jacobs, Jessica Dorr, and Darren Hoerner) will complete operations at the end of 2018. Jacobs thanked PLA board and staff for their vision and work to date on the legacy grant, and she expressed appreciation for how PLA leaders have made sustainability a priority beginning with our first discussion of the legacy grant. Perez Salmeron and Leitner reported briefly on Perez Salmeron’s term as president of the International Federation of Library Associations and Institutions (IFLA) and thanked PLA for its support of the Global Vision project. Leitner reported on next steps for the visioning project, which include discussing the Global Vision report’s 10 highlights and 10 opportunities at upcoming regional meetings.
7. **PLA Advocacy & Strategic Partnerships Committee**, *Macikas* (2018.104). The new name and charge of the committee were noted, and the board was asked to consider the priorities for partnership presented by the committee, which include the National Association of Counties (NACo), the National League of Cities, the Chamber of Commerce, and the International City/County Management Association (ICMA). The board was supportive of these priorities. PLA’s strategies to collaborate may include presenting at their meetings, developing strong staff-to-staff relationships, submitting articles for their publications, and more. The strongest relationships will include links at staff and volunteer leadership levels. During discussion, it was suggested there should be a master list of groups with which ALA and its various divisions have strong relationships. Many examples of library-city government relationships were noted, and the need to model and promote such relationships was suggested. The potential for PLA’s leadership program to target not only libraries but also other city agencies was suggested as a means of stimulating collaboration at the local level. Such an approach could meet other strategic goals (for instance by including information on equity and social justice) and have administrative benefits (for instance, by reducing the need to pay trainers for each sector or agency).
8. **ALA IFC-Library Bill of Rights**, *Gibbon* (2018.105a-c). **ACTIONS.** Gibbon introduced Sheets, noting that PLA’s current process requires an alternate (Sheets) to accompany the sitting representative to ALA Intellectual Freedom Committee (Gibbon) during the sitting representative’s final year. The IFC has been reviewing guidance documents in anticipation of the release of the next manual on intellectual freedom. Three documents were discussed by the PLA board: Library-Initiated Programs as a Resource, Services to People with Disabilities (PWDs), and Meeting Rooms. Gibbon reviewed changes to each document. The statement on library programming was updated to include current program types, address inclusion of PWDs, address diversity, and make stronger suggestions about not canceling programs due to controversy. The statement on PWDs was updated to include equity and diversity concepts and a revised format. The PLA board moved and **approved** endorsing the two statements as reviewed, recognizing they may still undergo changes during Council discussions. The meeting room statement strengthened guidance on who can use public library meeting rooms, added legal citations, expanded the text about purposes, reworked the section on fees, and added a Q&A section. The PLA board provided feedback related to the perception of bias in the document. Specifically, that the connections between the KKK and conservative religious groups made it appear as though the organization equated these two groups, which was not only problematic to our core values, but also could be used by members of the community to dismiss librarians as liberals who were prejudicial in their treatment of conservative groups. The board also suggested removing or changing references to recent court decisions and moved and **approved** a conditional endorsement of the document, pending Council’s discussion and consideration of PLA’s request. PLA board members also noted that more recent citations than 2001 are in order and questioned if PLA should do its own guidance or issue a “frequently asked questions” piece to accompany the statement.
9. **PLA Strategic Plan Review**, *All* (2018.106a-b). **ACTIO****N.** Following the spring 2018 board meeting, the PLA Task Force on Equity, Diversity and Inclusion (EDI) was polled and supported the explicit inclusion of social justice in the strategic plan. Language to that effect was added. The board suggested two additional minor revisions, which included moving the definition of social justice to the “assumptions” section and revising an assumption regarding the changing nature of library staff. Pending those revisions, to be completed by staff, the board moved and **approved** to accept the 2018-2022 PLA Strategic Plan.
10. **PLA Refund Policy**, *All* (2018.107). **ACTION**. The board reviewed the proposed revisions to PLA’s policies along with sample policy language from other associations and related organizations. The board suggested removing the clause “up to 7 days before the event” as a condition of registration substitutions. The board moved and **approved** accepting the PLA Refund Policy with the minor revision noted above.
11. **PLA Leadership Model Meeting Report**, Hirsh (no document). Hirsh reported on the day-long meeting held Friday, June 22, run by consultant Adam Goodman and featuring a kick-off speaker from the National League of Cities. Participants considered the broad contexts in which libraries are and will be operating, discussing issues such as automation, virtual reality, transportation, and neutrality. Goodman will take the group’s input, incorporate some additional input (for instance from small and rural library leaders), and produce further guidance to shape PLA’s leadership model and how PLA can support libraries in their responses, skills and values. During discussion it was noted that some leadership training is transferable and applicable for nearly any audience, but some content is values-based and therefore unique to a field or profession.
12. **PLA PD Theory of Change**, *Macikas, Hirsh* (2018.108). Hirsh briefly reiterated the process to survey them membership and develop a new PLA professional development “theory of change” (TOC) framework. Staff is currently mapping existing and anticipated PLA and ALA content to the goals in the TOC. PLA is also engaging the consulting firm who did the initial TOC, ORS Impact, to write a white paper about the TOC and potential pathways to achieve the skills outlined. PLA will share the white paper with the membership as their initial introduction to the concept of a TOC, goals and pathways, and PLA will also share it with partner organizations and trainers, to being to engage them in supporting and teaching from the TOC.
13. **Review of the ALA Council Agenda**, *Chase, all* (no document). The Council agenda will include discussion of resolutions, including one condemning the separation of parents and children and one encouraging ALA to support continuing education. Discussion of ALA finances will come up, and Chase will reiterate points from PLA’s recent statement about finances and the investment budget. Division Councilors held an unofficial caucus at the 2018 Midwinter Meeting, and they will discuss repeating this and making it official similar to caucuses representing the youth divisions and librarians of color.
14. **Emerging Leaders Project Report,** *Chen, Drake, Mandani, Muhammad, Nickerson* (no document). The project, which was developed by PLA Project Outcome staff and partners at the Research Institute for Public Libraries (RIPL), created a resource guide of pathways for public library staff, administrators, and managers to help them gain the skills necessary for working with library assessment data. Resources are posted online at <https://ripl.lrs.org/data-pathways/> and organized into entry, geek and guru levels. The PLA board commended the Emerging Leaders on their work and encouraged PLA to promote it.
15. **Review of follow up items from spring board meeting and plans for Fall board meeting**, *Macikas* (2018.109). Follow-up items from the spring board meeting, many of which were addressed during the meeting, were reviewed. It was noted that Michael Bobish was incorrectly identified with the Ocean County Library in the follow up items list and is at the Belmont Library of the Multnomah County Library.
16. **Service Recognition of Outgoing Board Members**, *Thomas* (2018.110 and onsite). A resolution to honor outgoing PLA Past President Felton Thomas Jr. was read. Other outgoing board members Rhea Brown Lawson and Gina Millsap were thanked for their service. PLA will make donations to outgoing members’ friends groups or foundations as a gesture of thanks for their services.
17. **New Business**, *All* (no document). Board members briefly discussed the U.S. border crisis and how libraries can help communities deal with it, suggesting that libraries can be a place for open discussion. The PLA EDI Task Force may be a place to initiate a discussion about how library staff are feeling, how the crisis is impacting trust of government and what libraries can do.
18. **Adjourn.** There being no further business, the meeting was adjourned at 4:45pm. The next PLA board meeting is tentatively scheduled for November 5, 2018, with the format (in person or virtual) to be determined.