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**Board of Directors—Conference Call**

**3-4pm CT, September 5, 2019**

**Present:** Ramiro Salazar, President; Michelle Jeske, President-elect; Clara Bohrer, Fiscal Officer; Directors at Large: Cindy Fesemyer, Stephanie Chase, ALA Division Councilor, Toby Greenwalt, Amita Lonial, Pam Sandlian Smith, Carrie Wilson, Kelvin Watson

**Approved Absences:** Monique le Conge Ziesenhenne, Past-president

**Guests:** Sari Feldman, ALA Policy Fellow

**PLA Staff:** Barb Macikas, Executive Director; Larra Clark, Deputy Director

**Action/Discussion/Decision Items**

1. Welcome and overview, *Ramiro Salazar,* PLA President

Salazar provided an update on the e-book issue, Macmillan’s embargo plans, and implications for libraries.

* PLA and ALA have issued statements condemning Macmillan’s statement. PLA board wrote Macmillan CEO expressing dismay at plans. PLA has a key role given this is a public library issue.
* COSLA (Chief Officers of State Library Agencies) also wrote Macmillan CEO expressing disappointment and inviting him to the fall COSLA meeting.
* ULC immediately reacted and established a working group and is creating a tool kit.
* PLA also has developed a member resources [web page](http://www.ala.org/pla/issues/ebooklending). Public libraries are building awareness through messages to their patrons, and PLA will encourage and share out resources for libraries.
* A small group of library leaders including Sari Feldman, Vailey Oehlke, Pat Losinski, Lisa Rosenbloom, and Kent Oliver advised working with ALA Washington Office. Salazar and Macikas have met with Alan Inouye, ALA Public Policy and Advocacy office. Inouye recommended a “shaming” of Macmillan and increasing public awareness. Inouye also shared that legal and legislative action are being discussed, but these have longer timelines. The immediate focus is to pressure Macmillan to reverse embargo decision; discourage other publishers from adopting similar practices; and to provide leadership and responsiveness through communications advocacy program within library community and beyond to general population.
* ALA is reconstituting the Digital Content Working Group with a broad-based group of internal and external library stakeholders. Library groups should work collectively (ULC, COSLA, state associations, Canadian Library Association) for a unified front.
1. Background regarding ALA Digital Content Working Group, *Sari Feldman, all*

Feldman co-chaired the first DCWG in 2012. It was an early opportunity for libraries to build relationships with publishers at a time where communication was limited. ALA didn’t have deep relationships with publishers, and libraries didn’t have ready access to digital content. The DCWG developed a regular schedule of meetings and helped elevate the role of libraries in supporting reading and books. More recently, as the publishing industry has had limited success making money from e-books, the relationships have become strained. The expectation that the e-book market would be akin to audio book market has not materialized. ALA has asked but has not received data from publishers on the impact of libraries on e-book sales.

The new DCWG is broad based and includes representatives from many organizations, which is good; however, given its size it will be challenged to focus. This is a public library issue and public libraries stand for equitable access to information, which is now being denied. ALA will demand a legislative solution and will continue with tactics that focus on a library communication campaign to make sure libraries understand and then to move to a public campaign. The public is our ally.

One suggestion on the call was to consider adding non-library stakeholders (e.g., authors) to this the new DCWG, such as a representative from the Romance Writers of America.

1. Response to Macmillan Embargo Plans

The PLA Board sent a letter condemning Macmillan’s planned embargo and was invited to meet with the CEO. The board discussed pros and cons of meeting. Several board members have previously met with Macmillan. Discussion points included:

* PLA should have clear goals for the meeting
* PLA should ask for data to verify Macmillan claims
* Whether or not the meeting should include other library organizations
* PLA/ALA cannot suggest boycott due to 501(c)3 status

Salazar offered to do further investigation on next steps related to Macmillan meeting. He will report back to the board.

1. Review of ALA strategies, activities and advocacy planning, *Larra Clark* (documents 2020.1-2020.2b)

PLA and ALA have created websites and tools for libraries that include templates for local and state libraries, and these will be continually updated. PLA and ALA are developing communications plans for outreach to library community and public. ALA/PLA is looking at tactics related to increasing visibility of the issue and moving from a library-based campaign to a consumer-based campaign.

The Digital Book World conference is Sept. 10-13 in Nashville and provides an opportunity to spotlight the issue. ALA ED Mary Ghikas is a keynoter at conference; Nashville Public Library director Kent Oliver is agreeable to hosting a press conference in conjunction with conference. National press is interested. PLA President Ramiro Salazar, Columbus PL director Pat Losinski, Nashville PL director Kent Oliver, and Mary Ghikas will participate in the press conference, which will also kick off a [petition effort](https://ebooksforall.org/) against Macmillan embargo and announce a new digital reading [partnership](http://ilovelibraries.org/libraries-transform-book-pick) with Overdrive.

1. Review of charge for ALA DCWG and Selection of PLA rep, *Macikas, all* **ACTION**(document 2020.3)

The charge and composition of the new DCWG was reviewed. Past PLA board member Richard Kong was recommended to serve as PLA’s representative. The board moved and **approved** to submit Richard Kong as the PLA representative to ALA DCWG. Macikas will reach out to Kong to confirm the appointment.

1. PLA FY2020 Review and Approval, PLA Fiscal Officer, *Clara Bohrer, all-***ACTION (**documents 2020.4-2020.6)

Bohrer reviewed final budget, which reflects the changes made at the June board meeting. PLA is budgeting an approximate net for FY20 of $112K, which is less than typical. PLA is strategically spending down to benefit member services. It is anticipated that PLA will have a fund balance of $3.1M at the end of FY20.

Changes to FY20 budget included additional funding for: EDI; leadership; sustainability; and speaker training. Additionally, PLA will reinvest interest from LTI back into LTI. PLA will also transfer the maximum allowed by ALA ($49,999) into LTI. To allow for the maximum flexibility, PLA will notify ALA BARC that it will be investing more in the LTI moving forward. ALA requires that divisions inform them of plans to move more than $50,000 annually and requires two years notice. With this budget, PLA will inform ALA that starting in FY22 it will move $350,000 into the LTI each year for three years. This request does not bind PLA to making the transfer and the board can visit the question each year. The two-year notification gives PLA the flexibility to move funds if it is decided that is most prudent.

The board moved and **approved** to the FY20 budget as presented.

1. Hearing no new business, Salazar adjourned the meeting at 4:15pm CT.