

PLA Executive Committee
Fall Meeting
October 27-28, 2006
Radisson Hotel – Chicago, Illinois

Present:

Susan Hildreth, President; Jan Sanders, President-Elect; Dan Walters, Past-President; Sari Feldman, Library Services Cluster Chair; Anne Marie Gold, Issues and Concerns Cluster Chair; Kendi Kelley, Library Development Cluster Chair; Norman Maas, Division Councilor; Greta Southard, PLA Executive Director.

1. By consent, approved the adoption of the agenda
2. By consent, accepted the following reports on the consent agenda:
 - a. Publications Report, 2007.2; Membership Report, 2007.3; "Public Libraries" Magazine Report, 2007.4; Education Activities Report, 2007.5; 2007 Conference Program Coordinating Committee Report, 2007.6; PLA 2007 Nominating Committee Report, 2007.7; Collaboration with GSN re: National Vocabulary Championships, 2007.8 and 2007.8a; Division Update from ALA Division Leadership, 2007.9.
3. Final National Conference (NC) 2006 Report, 2007.10 – M. Faubel
 - a. The committee heard an overview of the revenue from the National Conference. The final net revenue was \$917,377.
4. 2012 National Conference (NC) Site Selection, 2007.11 – M. Faubel
 - a. It was reported that we have been offered a multi-year deal with the Philadelphia Convention Center to hold the NC there in both 2012 and 2016. Philadelphia has a very good overall package with accessible air travel, a great number of hotel rooms within walking distance of the convention center (3400 committable rooms), a great number of affordable hotel rooms and they have confirmed the rates for the convention center for both 2012 and 2016.
 - b. There was some concern expressed over the idea of going to the same city for two conferences in such a short time, but after discussion the committee felt that the programming far outweighs the location for the makings of a successful conference.
 - c. **Decision:** Approve in concept Philadelphia as the site for the PLA 14th National Conference, Tuesday, March 13-Saturday, March 17, 2012, and request approval of the site and dates to the ALA Executive Board. **Contingent upon approval from local state chapters.
 - d. Staff should investigate going to a warmer climate for the 2014 NC. Possibly California (assuming permission from the local state chapters).

5. Fiscal Year 2006 Year End Financial Analysis and Management Report, 2007.12
 - a. Document 2007.12 is based on second close, but there will be a very insignificant monetary difference between that and the third close.
 - b. Report is compiled before the approved \$250,000 transfer to the ALA Endowment. PLA has a request into BARC for an additional transfer to the endowment of \$200,000 – for a total of \$450,000. That request will be reviewed at their October 31, 2006 meeting.
 - c. The PLA Board goal was to utilize revenue from the Endowment for special projects and/or initiatives. PLA would need a substantial amount in the endowment to realize any real interest monies for these projects. BARC expressed concern that PLA may not be able to make the FY07 contribution because it is a non-NC year.
 - d. **Decision:** The Executive Committee re-confirmed that they would like to make the additional \$200,000 transfer to the ALA Endowment, pending approval from BARC.
 - e. Clara Bohrer, Chair of the PLA Budget & Finance Committee (via conference call) indicated that it would be helpful for her committee if a financial policy and endowment fund spending policy could be developed to guide them in their committee work.
 - f. **Decision:** Budget & Finance Committee will bring recommendations on guideline (policies) to the Executive Committee at their Summer Meeting.
 - g. **Decision:** PLA Staff should budget for FY08 that the Institutional Scholarship program would be an operating expense. This program will continue to operate “under the radar” until it can be evaluated for it’s effectiveness and possibly submitted to the ALA Awards Committee for “official” status.
6. American Kennel Club (AKC) Partnership Request
 - a. **Decision:** PLA approves the PLA-AKC partnership and reading program described above in concept (see PLA policy attached re partnerships) contingent on IMLS funding and the PLA Executive Committee directs staff to prepare a grant proposal to IMLS for funding for this project that includes committee participation from the Services to Elementary School Aged Children and their Caregivers Committee as well as the Services to Preschool Children and their Caregivers Committee.
7. Advocacy Toolkit / Gates Foundation Update
 - a. At ALA’s Annual Conference in 2006, PLA Staff met with a representative from the Gates Foundation. They are very interested in the work that PLA has done in developing an Advocacy Toolkit, and our subsequent training plans to facilitate widespread adoption of the practices outlined in the Advocacy Toolkit. Staff met with Gates Foundation again in the fall in Chicago, at that meeting the Foundation made it clear that they wanted to have PLA as a partner in achieving their mission. There will be a working session in November with Gates Foundation representatives, PLA Staff and PLA Advocacy Task Force members to determine the compatibility of each groups goals and interests.

8. Public Libraries
 - a. There was some discussion of Public Libraries advertising revenues being down. The current sales representative no longer handles the advertising sales for American Libraries.
 - b. PLA Staff should explore new possibilities for advertising sales as well as investigating selling ad space in the PLA electronic newsletter.
9. Leadership Task Force Update
 - a. Members of the Leadership Task Force updated the EC on their work to date, indicating that at the MW meeting the TF would utilize the Leadership Development meeting to validate the thoughts and direction that the Task Force is pursuing. Paul Meyer will facilitate that component of the meeting and Joan Frye-Williams will provide a brief keynote address on the topic of leadership.
10. Committee(s)
 - a. Discussions regarding the difficulty of securing volunteers for the myriad of committee volunteer opportunities. Determined that the full board should convene a broad discussion at Midwinter regarding volunteer opportunities and how to create a more nimble volunteer workforce and organization.

Meeting Adjourned.