

**Delaware Library Association
Executive Board Meeting
Delaware Division of Libraries
March 20, 2007**



In Attendance

Paul Anderson, Julie Brewer, Michael Gutierrez, Lynne Haines, Terri Jones, Rebecca Knight, Patty Langley, Byron McGriff, Dianna McKellar, Carol Rudisell

Call to Order

The meeting was called to order by Delaware Library Association (DLA) President Paul Anderson.

Approval of Minutes

The minutes from the January 9, 2007 Executive Board meeting were reviewed and approved by the Board.

New Business

Treasurer's Report

Michael Gutierrez gave a Treasurer's Report in which he proposed an increase in both personal membership and organizational membership dues. DLA dues have not been raised for a number of years; however, due to rising costs in production of the conference and other financial commitments, Michael feels that an increase in dues would benefit the organization at this time. Michael will be sending out more information concerning the proposed increase in dues prior to the DLA Conference.

Michael also suggested that in order to save funds on production of the annual conference DLA should consider partnering again with the Delaware Center for Educational Technology (DCET) in the future to produce a joint Delaware Library Association/Delaware Instructional Technology Conference. Other organizations suggested by board members as potential partners for hosting the annual conference are the Maryland Library Association, the Pennsylvania Library Association, the New Jersey Library Association, and the Delaware Division of Libraries.

Board members who are interested in working on an exploratory committee investigating partnering possibilities for future DLA Conferences should contact Paul.

DLA Conference

Lynne Haines distributed a copy of the Conference program. Those present were asked to contact Lynne if they notice any mistakes or have any suggestions concerning the program. Dan Ream will be the Keynote Speaker at the DLA Conference this year. His appearance is sponsored by the Delaware Division of Libraries.

Delaware Book Festival

Patty Langley gave a report regarding event planning for the 2007 Delaware Book Festival.

Patty reported that it would be best for a 501c3 such as the Delaware Library Association to act as the pass-through for sponsorship money concerning the Delaware Book Festival. Many companies will only give to a 501c3. The state is a regulatory agency, and some companies legally cannot give money to the state. The Delaware Division of Libraries (DDL) would like to form a collaboration between themselves, DLA and a company known as the Planning Factory (www.planningfactory.com). One responsibility of the Planning Factory would be to sponsor recruitment. It was suggested that the DDL pay the initial retainer for the Planning Factory to research, develop and make presentations to potential sponsors. As sponsorship money comes into DLA, DLA will need to pay the Planning Factory from those funds. If the Planning Factory does not bring in any sponsorships, DLA has no fiscal responsibility.

Terri Jones made a motion to support this request. The motion was seconded and approved by the Board.

Delaware Book Festival Billboard

Paul moved that DLA fund a billboard promoting the 2007 Delaware Book Festival as DLA did during the 2006 Delaware Book Festival. The billboard would be up for one month and would cost \$985.00. The motion was seconded and approved.

*Submitted by Dianna McKellar
University of Delaware Library
DLA Secretary, 2006/2007*

Approved June 7, 2007