



Delaware Library Association Executive Board
Thursday July 21st, 2016
Dover Public Library, Dover DE

Presiding Officer: Laurel Ferris, DLA President

Minutes Taken by: Adrienne Johnson, DLA Secretary

Members in Attendance:

Laurel Ferris, DLA President
Cathay Keough, DLA Executive Director
Michelle Hughes, DLA Vice President and Chair Conference Committee
Beth Borene, DLA Past President
Ed Goyda, DLA Treasurer
Hannah Lee, ALA Councilor
Jessica Olin, Chair Publications/Bulletin Committee
Sara Zimmerman, Chair Handbook and Bylaws Committee
Sara Thomas, Chair Membership Committee and Chair Website Committee
Molly Olney-Zide, Chair Scholarships, Awards, & Citations Committee
Kevin Swed, Chair Legislative Action Committee
Rose Harrison, PLD Past President
Adrienne Johnson, DLA Secretary

Meeting started at 4:00 pm

Officer Reports:

- a. DLA President:
 - i. Motion to approve minutes from the May Business. Approved by Sara Zimmerman; second by Jessica Olin.
 - ii. Events: hope to host two events this year: Winery/Beer tour and Pub Quiz Night. One event will be in fall the other in spring.
- b. Executive Director:
 - i. Shared highlights from ALA annual meeting.
 1. Diversity is big issue– and includes race, age, income, educational level. We can do more with this.
 2. Virginia Library Association presented on how to conduct a conference.
 - ii. Shared MLA/DLA 2016 Conference results/information.
 1. Theme was “Unlocking Potential”.
 2. 147 registrants from Delaware.
 3. Made 8500.00 total.
 4. Silent auction income was down \$200.00 from last year. Need to put more effort into the silent auction. DLA President stated at next meeting we will spend some time discussing a plan for the silent auction. This is important because all proceeds got to DLA. Great fundraising opportunity.
 5. Awards will continue to be presented at the business meeting.

6. MLA wants to renegotiate contract. DLA should participate more to lessen MLA burden – particularly at conference time.
 - iii. Website: Discussed placement of the DLA mission statement on the website. Needs to be more visible. In addition, it was decided that the DASL Facebook/Twitter icons would be moved to their division webpage.
- c. Vice President/Conference Chair:
- i. Conference updates:
 1. Theme for 2017 MLA/DLA Conference is “Chart New Courses Together”. Focus will be on diversity.
 2. Conference committee will visit the site on September 22, 2016 to check out rooms and other logistics for the conference. Currently have a one-year contract with the Hyatt Regency in Cambridge, MD.
 3. Dates of conference will be May 10-12, 2017.
 4. Need to have all topics/presenters for workshops and pre-conference sessions submitted by **August**. Cathay and Michelle will need to bring this information the next Conference meeting.
 5. Will keep Lanyard to archive conference proceedings, but conference will have a new website. Using Wix to create official website. Will have the ability to upload documents/images and can promote conference better.
 6. MLA has contracted Vera Meyers as the Thursday keynote speaker.
 7. Need a keynote for Friday. Email Cathay or Michelle with ideas. Want someone who is motivating and can speak for and about libraries.
 1. Jessica suggested Chris Bourg – MIT Library director. Jessica O. will reach out to her.
 8. Still need a Silent Auction Chair. Please contact Michelle with any interested individuals.
 9. Discussion of certificates for conference attendees:
 1. Will ask MLA if we can print CEUs and Speaker Appreciation Certificates for Delaware workshops. Would like both MLA/DLA seal on Certificates. Could be another way we can help out for conference.
 10. Questions/concerns about the timing and location of the event were discussed.
 - ii. Grant: In works to develop DLA sponsored grant opportunities.
 1. Grant applicant must be a DLA member.
 2. Grant can range from \$500-\$1000.
 3. Issue 1-3 grants per year – ideally one from each county.
 4. Once the grant plan is finished, a draft will be submitted to the Board for approval.
- d. Treasurer:
- i. Budget submitted prior to meeting.
 - ii. Reviewed budget and financial reports. Noted increase in budget lines for divisions/events. Balance sheet is healthy.
 - iii. Motion to approve budget. Budget passed.
- e. Past President:

- i. Discussed items from budget meeting.
- ii. Membership drive/Promotion for current/new members. Details are listed below:
Become a DLA member by August 31, 2016 to be eligible to enter contest.
Winners will receive Conference Registration, one night hotel accommodation, and one meal.
One winner will be selected per county. Budget is 1200.00 total (400/county).
Contest will run from August 10 – September 10, 2016.
Drawing will be held at next Executive Board meeting September 15, 2016.
Winners will be notified by October 1, 2016.
- iii. Jessica Olin will look into contest rules and prepare a draft.
- f. ALA Councilor:
 - i. Report submitted prior to meeting.
 - ii. Provided some additional highlights from ALA 2016.
 1. Resolution supporting the Advocacy Implementation Plan
 2. Advocacy Implementation Plan
 3. Plan will allow for more communication between ALA and Chapters.

Division Reports:

No Division reports. DASL submitted report prior to meeting.

Committee Reports:

- a. Legislative Action:
 - i. Provided update from May meeting.
 - ii. Town Hall will be in December – focus on library advocacy.
 - iii. Important to note that it will be the 25th year for Legislative Day and Legislative Action.
 - iv. Legislative Day will be scheduled for the end of March or beginning of April 2017.
 - v. New DDL posters “What’s your Passion?” – will ask new legislature what they are passionate about.
- b. Membership:
 - i. 298 members for 2016 – 81 more members than last year.
 - ii. Rolling membership has worked well.
 - iii. 36 members interested in different committees.
 - iv. Sara is preparing a membership packet. This was distributed by email after the meeting. Please review and provide feedback. This is an informational item for new members. Can be distributed to new librarians/professional staff.
- c. Publications/Bulletin:
 - i. Chair asked for permission to move forward with a marketing plan. Provided example of another marketing plan that could be used as a basis for DLA’s marketing plan.
 1. Marketing plan can also be used as a template that the Divisions can use for their own marketing purposes.
 2. Draft will be prepared for next board meeting.
 3. Chair asked for help from any interested individuals. Beth Borene volunteered.
 - ii. Publications: First issue will be ready by October 1, 2016. Please make submissions by September 15, 2016.

1. It was suggested that there should be a new name for the publication.
2. A contest to name the publication was proposed with the incentive of a free DLA membership to the winner.

Meeting adjourned 5:56pm

Next meeting September 15, 2016.