

**Public Library Association  
Board of Directors  
2013 Midwinter Meeting  
January 26, 2013  
Seattle, Washington  
DRAFT Board Actions**

*To be reviewed and approved at the 2013 Spring PLA Board Meeting*

**Present:** Eva Poole, President; Carolyn Anthony, President Elect; Marcia Warner, Past President. Directors at Large: Tom Fortin; Portia Latalladi; Georgia Lomax; Vailey Oehlke; Pam Sandlian-Smith; and Felton Thomas

**PLA Councilor:** Christine Lind Hage

**Excused absence:**

**PLA Staff:** Barb Macikas, Executive Director, Linda Bostrom, Manager, Professional Development; Steven Hofmann, Manager, Web Communications; Kathleen Hughes, Manager Publications/ Editor *Public Libraries*; Mary Hirsh, Project Manager; Melissa Faubel Johnson, Meeting Planner/National Conference Manager; Amy Sargent, Marketing and Communications Manager; and Lian Sze, Project and Research Assistant

**Guests:** Clara Bohrer, Audra Caplan, John Chrastka, Alan Fishel, Mario Gonzelez, Alan Harkness, Nate Hill, Jamie Hollier, Barbara Immroth, Larry Neal, Molly Raphael, Steve Redder, Emily Sheketoff, and Courtney Young

1. Welcome and introductions.
2. **By consent, approved** the adoption of the agenda
3. **By consent, accepted** the following reports on the [consent agenda](#):  
2012 Fall Board Draft Actions; 2013.23; Continuing Education Report; 2013.24; Leadership Development Committee Report; 2013.25; Membership Report; 2013.26; PLA 2014 Conference Report; 2013.27; Publications Report; 2013.28; "Public Libraries" Magazine Report; 2013.29; Technology Report; 2013.30; Turning the Page Advocacy Report; 2013.31
4. **ALA Presidential and Treasurer Candidates' presentations.** ALA Presidential candidates *Barbara Immroth* and *Courtney Young* made presentations to the Board; followed by ALA Treasurer Candidates *Mario Gonzelez* and *Clara Bohrer*.
5. **Recognition of PLA presidential candidates.** PLA president *Eva Poole* recognized PLA presidential candidates *Alan Harkness* and *Larry Neal*, who were in attendance at the meeting.
6. **Digital Learning Center-IMLS project report.** Project manager *Jamie Hollier* outlined the grant project and provided a status report (see document 2013.35).

7. [Learner Web](#), information presentation, *Steve Redder* from Learner Web described how libraries could use this resource for digital literacy training.

8. **Report from Budget and Finance Cmt.** Chair, *Jo Ann Pinder, Barb Macikas*, documents: 2013.32; 2013.33; and 2013.34. Jo Pinder reviewed the first quarter results and assumptions for FY14 budget. There was a discussion related to the on-going support of PLDS and marketing of the new online product, PLA Metrics. The vendor for PLA Metrics will need to continue to provide users with training as the product isn't user friendly though it is a very rich source of data. Other ways PLDS can be made relevant are being discussed by the PLDS committee. Carolyn Anthony discussed the need for research into new measurements and determining the impact libraries have; this is something PLDS committee will discuss. Additionally, Anthony suggested the Board consider earmarking FY13 endowment interest for this purpose.

**ACTION.** Pinder provided the Board with document 2013.45, a request for funding from PLA and its partner division ALSC for early literacy research. PLA and ALSC will be submitting a proposal to IMLS for the research; however, IMLS will cap the grant at \$500,000. It is anticipated it will cost closer to \$700,000 over the three years of the grant. PLA Budget and Finance Committee reviewed the request, approved it and recommended to the PLA Board that they authorize spending up to \$33,333/year for the life of the grant, if it is awarded. The Board voted to support the recommendation of the B&F Committee and to **approve** PLA support of up to \$33,333/year for 3 years.

Christine Hage suggested PLA make a contribution to Douglas County (Colo.) Library in recognition of the work library director Jamie LaRue has done related to digital content. Board members recommended further research into how the funds might be used should be done first.

9. **ALA BARC representative to the PLA Board**, *Clara Bohrer*. Chair of ALA BARC Clara Bohrer reported on ALA finances and a proposed recommendation to increase the amount of the endowment interest from 4% to 5%.

10. **ALA Executive Board liaison report**, *Molly Raphael*. ALA Board member Molly Raphael reported on ALA finances, the ALA community engagement/Harwood initiative, plans for an ALA dues increase, the ALA "15 x 15" planned giving campaign, and the work of the ALA Digital Content Working Group. Pam Sandlian Smith asked about status of the Fall meeting outcomes. Raphael reported that this Midwinter there will be a Council session related to those outcomes and that President Maureen Sullivan is moving it forward.

11. **Review of the ALA Council Agenda**, *PLA Councilor Christine Hage*. Hage reported that much of Council's pre-Midwinter discussion focused on the proposed ALA dues increase and that the present plan centered on tying dues to the CPI and having the ALA Board review and approve (or not) the increase each year. That idea was acceptable to the PLA Board. Hage also discussed the resolution related to the impact the WIPO treaty will have on public libraries.

12. **School Libraries Task Force Update**, *Audra Caplan*. Caplan is the PLA representative to this task force, she distributed the draft strategic plan and asked for suggestions from the Board.

13. **National Digital Summer Reading** –IMLS project report, *Nate Hill*, document 2013.37. Hill provided an update on the project; he stated the report on research will be due to IMLS in Fall 2013.

14. Washington Office Report and discussion of plans for 2013 ALA Legislative Day, *Emily Sheketoff and Ted Wegner*, document 2013.38. Sheketoff discussed the major implications of the Wiley V. Kirsteng case and first sale issues. Related to Legislative Day, she and Wegner noted they can't confirm what is going to happen in

advance. Harry Reid has announced his ten priorities for this session and two of them are early childhood learning and “rebuild America.” At Legislative Day, she expects there will be a push on "rebuild America" to make sure libraries are part of the plans and to make the connection around digital and early literacy as well as and workforce investment. Sheketoff also highlighted the IMLS partnership with the [Campaign for Grade Level Reading](#).

15. Introduction of Alan Fishel, attorney at Arent Fox. PLA President Eva Poole introduced Fishel to the PLA Board. He is being hosted by ALA OITP at Midwinter. OITP has worked with Fishel on digital literacy and digital inclusion policy issues, and anticipates doing more work together in 2013. Fishel reviewed his FCC experience with the Board.

16. [EveryLibrary](#), information presentation, John Chrastka, document 2013.39. Chrastka reviewed the work of EveryLibrary.

17. Digital Content. Report on DCWG, Big Shift meeting, *Vailey Oehlke*. Oehlke report on the development of a toolkit and scorecard. Additionally, she reported on outcomes from the Big Shift meeting. One area DCWG is asking PLA to become involved with is the possibility of exploring the idea of a national e-book program on the one book, one community model. The idea is that were such a large initiative coordinated by public libraries and a select publisher, it would not only drive library use, but also drive sales of the selected e-book. Positive results would demonstrate the influence of library lending and promotion on e-book discovery and sales. PLA would create a task force of practitioners, possibly publishers and an author. A motion to create a working group to consider e-books and the one e-book model was made and **approved**.

Vailey also reiterated that the Board should monitor the Kirsteng vs. Wiley issue. It is critical.

18. The Board discussed the Cambria Winery literacy sponsorship (see document 2013.43) related to funding for attendance at PLA 2014. A motion was made to approve this one-time scholarship and it was **approved**.

19. The Board did not have time to discuss the following documents: Fundraising. Friends of PLA; Board’s role; next steps, *Barb Macikas*, 2013.40; WGBH Maker Space Proposal, 2013.41. Discussion was tabled until the Spring 2013 Board of Directors Meeting.

*Meeting was adjourned at 4:30 p.m.*

**Post meeting actions:**

February 3, 2013 via electronic voting, the motion to change the name of the Highsmith Library Innovation Award to the Upstart Innovation Award and the jury name from the Highsmith Library Innovation Award Jury to the Upstart Innovation Award Jury to reflect the merger of Highsmith (see document 2013.42) was **approved**.