Public Library Association
Board of Directors Meeting
DRAFT Board Actions

Spring Meeting
12:30-5 p.m., Sunday, May 3, 2015
Washington, D.C.

Meeting Location
Martin Luther King Jr. Memorial Library, Executive Office Board Room, 4th Floor
901 G St NW, Washington, DC 20001

To be reviewed and approved at the 2015 ALA Annual Conference Meeting
of the PLA Board of Directors

Present: Larry Neal, President; Vailey Oehlke, President-Elect, Carolyn Anthony, Past President.
Directors at Large: Melanie Huggins; Manya Shorr; Pam Smith; Felton Thomas; Jay Turner

PLA Councilor: Rivkah Sass

Excused Absence: Melinda Cervantes;

PLA Staff Present: Barb Macikas, Executive Director

1. Welcome and introductions.

2. Approved consent documents:

   Consent agenda                             Document Number
   a. Draft 2015 Midwinter Board Actions       2015.46
   b. ALA National Library Legislative Day Agenda 2015.47

3. PLA President Update, Larry Neal
   President Larry Neal reported on presidential activities. 2015.48

4. FY 2015 Financial Status Report and FY2016 Draft Budget Overview
   ED Barb Macikas reviewed status of current budget and reviewed draft
   FY 16 budget, to be approved by Board in June. 2015.49 and 2015.50

5. ALA Request in to Support IFLA Scholarships, Larry Neal, Action item 2015.51
ALA is seeking to donate $25,000 to IFLA. ALA has contributed $10,000 and has asked that ACRL, PLA and AASL each contribute $5,000. Following discussion it was moved and approved to support the ALA request for $5,000 with the stipulation that the PLA donation be used for scholarships for public librarians attending IFLA.

Following discussion it was moved and approved to create a PLA Family Engagement Task Force.

7. Public Awareness Discussion, facilitated by Kelly Carey, GMMB 2015.53

The Board spent the majority of its time together discussing the PLA strategic plan goal of “Advocacy and Awareness,” and one objective specifically: PLA plays a major role in public library advocacy and in influencing public perception about the library. Objective (1): Enhance perception of public libraries through a public awareness initiative.

PLA brought in communications consultants from GMMB to facilitate the board discussion with the goals of:

- Ensuring board alignment on the perceptions of public libraries that should be enhanced under its current strategic objective
- Providing the information and questions the board needs to consider to select an approach to changing these perceptions

Following the discussion, GMMB will provide a recap and suggestions for next steps PLA might take to begin the re-positioning process.

As there was no new business, it was moved and approved to adjourn the meeting at 4:20.