

**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, 4<sup>th</sup> 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 |

**Action/Discussion/Decision Items**

- |                                                                                                                                                                                               |                     |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|
| 3. PLA President Update, <i>Larry Neal</i><br>President Larry Neal reported on presidential activities.                                                                                       | 2015.48             |
| 4. FY 2015 Financial Status Report and FY2016 Draft Budget Overview<br>ED Barb Macikas reviewed status of current budget and reviewed draft<br>FY 16 budget, to be approved by Board in June. | 2015.49 and 2015.50 |
| 5. ALA Request in to Support IFLA Scholarships, <i>Larry Neal</i> , Action item                                                                                                               | 2015.51             |

ALA is seeking 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 be for public librarians attending IFLA.

6. Request for Family Engagement Task Force, *Larry Neal, Barb Macikas*, 2015.52  
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.

8. New business.

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