

**Public Library Association  
Board of Directors--Midwinter Meeting  
Chicago, Illinois  
Saturday, January 24, 2015; 1:00 PM - 5:30 PM  
Location: Renaissance Blackstone Hotel, Barbershop Room  
DRAFT Board Actions**

*To be reviewed and approved at the 2015 Spring Meeting of the PLA Board of Directors*

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

**PLA Councilor:** Rivkah Sass

**PLA Staff Present:** Barb Macikas, Executive Director, Steven Hofmann, Manager, Web Communications; Kathleen Hughes, Manager Publications/ Editor *Public Libraries*; Mary Hirsh, Manager, Special Initiatives; Melissa Faubel Johnson, Meeting Planner/National Conference Manager; Amy Sargent Lundy, Manager, Professional Development; Kara O'Keefe, Marketing and Communications Manager; Emily Plagman, Project Manager; and Lian Sze, Program Coordinator.

**Guests:** Rob Banks, ALA Board Liaison; John Bellina, Consultant; Clara Bohrer, Chair, PLA Budget & Finance Committee; Amy Garmer, Aspen Institute; Chris Jowaisas, Bill & Melinda Gates Foundation; Emily Sheketoff, ALA Washington Office.

ALA Presidential Candidates: Joseph Janes, Jamie LaRue, JP Porcaro, and Julie Todaro; PLA Board Candidates: Brian Auger, Dr. Rhea Lawson, Gary Shaffer, and Felton Thomas.

1. Welcome and introductions.
2. **Approved** consent documents:

	<u>Document Number</u>
1. Draft 2014 Fall Board Actions	2015.22
2. Center for the Future of Libraries	2015.23
3. Continuing Education Report	2015.24
4. Leadership Development Committee and Academy Update	2015.26
5. Membership Report	2015.27
6. PLA Performance Measurement Task Force	2015.28
7. Publications Report	2015.29
8. "Public Libraries" Magazine Report	2015.30
9. Technology Report	2015.32

10. [What's Happening Guide \(ALA Midwinter 2015\)](#)

[2015.33](#)

**Moved** Documents 2015.25 (PLA ED Report) and 2015.31 (PLA 2016 Update) to the discussion agenda.

### **Discussion agenda**

3. ALA Strategic Planning Process, *Neal, Macikas* (document 2015.34). Neal reviewed the process and noted the outcome from the ALA/Division Fall meeting should provide an overview and roadmap as to how we can better work together. He also noted documents received thus far are not good summary documents and PLA hopes the final document is more focused and actionable.
4. Introductions of ALA Presidential and PLA Board Candidates. Neal introduced ALA candidates Joseph Janes, Jamie LaRue, JP Porcaro, and Julie Todaro. For PLA Board he introduced: Brian Auger, Dr. Rhea Lawson, Gary Shaffer, and Felton Thomas.
5. ALA Executive Board liaison report, *Rob Banks* (document 2015.44) Banks observed that ALA budget is looking better. He pointed to several key meetings at Midwinter and encourage people to attend. These were related to: diversity, strategic planning, school libraries. He pointed out that ALA's technology needs updating. PLA board members noted that PLA needs better and more timely information and analysis from ALA on association and management trend numbers.
6. PLA President's Report, *Larry Neal*. Neal report on media interviews; as well as the I Love my Librarian award. He observed that the award should get better press and stories should be leveraged. He also reviewed the Gates Foundation Legacy Partners plans to date; E-rate; ALA Annual activities including "Big Ideas" as well as the training he attended at the Disney Institute.
7. Public Awareness Campaign Discussion, *John Bellina* (document on-site). Bellina is a branding/marketing consultant who has worked with libraries. He led the Board through a presentation related to branding, marketing, and advertising to help inform and facilitate the Board discussion and next steps related to PLA's strategic goal about a public awareness initiative.
8. PLA Budget & Finance Committee chair *Clara Bohrer* (document 2015.35; 2015.36 and 2015.37) observed that FY14 ended very well. The PLA Budget and Finance Committee has revised and discussed planning assumptions for the FY16 budget, which will be reviewed and approved by the board in June 2015. It is still early in the fiscal year for FY15 results to show any distinct trends.
9. Future PLA Board Meetings (document 2015.25 pulled from consent). The Board discussed plans for its Fall 2015 meeting and agreed to meet in Seattle in September, in conjunction with the ICMA conference, contingent on PLA president-elect Vailey Oehlke's schedule. This would be instead of meeting at ALA in October with the joint ALA/Division meeting.
10. PLA 2016-Program Time Slots (document 2015.31). The PLA 2016 Program Committee requests that the Board approve a change to 60 minute time slots for programs at PLA 2016. Per PLA policy, the Board must approve schedule changes. Following discussion it was moved and **approved** that the PLA program slots be 60 minutes in length for PLA 2016.

11. Review of the ALA Council Agenda. The purpose of this (Document 2015.41) item is to seek input from the PLA Board prior to Council sessions so that the PLA councilor can adequately and accurately represent PLA's point of view at Council Meetings. The board advised PLA's Councilor related to the items. Two of these included the Resolution from United for Libraries (document 2015.38) and the resolution in tribute of Ferguson Memorial Library (2015.41). After discussion it was moved and **approved** that the PLA board was in support of the resolutions as stated in the documents. On the matter of discussions related to ALA endowment divestitures, Sass was advised that previously the PLA indicated it would follow the recommendations of the ALA Endowment Trustees on these matters.
12. President Larry Neal informed that board that he will be Chair of the ALA Nominating Committee and he encouraged the board to send him suggestions.
13. Bill & Melinda Gates Foundation Update, *Chris Jowaisas* (document 2015.45). Jowaisas described the Legacy Partner plans.
14. Aspen Report, next steps, *Amy Garmer* (document on-site) Garmer described plans for leveraging the [Rising to the Challenge Report](#). She noted there are plans for a pilot discussion in Connecticut and one Midwest city. Materials for trustees will be developed to provide a framework; report can be used for staff in-service, etc. The report is a good connector to external organizations like ICMA. PLA president-elect Vailey Oehlke observed that the report is accessible and has been a good resource for her library as they manage change.
15. Washington Office Report, *Emily Sheketoff*, (document 2015.39) discussed the role of the PLA board at NLLD. She also asked the board to approve the resolution in honoring Tom Wheeler, FCC Chairman (document 2015.40). After discussion, it was moved and **approved** that PLA support the resolution as presented.
16. Policy Revolution! Draft national public policy agenda, *Alan Inouye*, (document 2015.43). Inouye described the Policy Revolution plan, why it is needed and how he hopes it will make an impact. The agenda is not a vision statement for libraries but rather a strategic, political agenda.
17. IFLA Report, *Raymond Santiago*. Santiago is PLA's representative to the IFLA Public Libraries Section. He reported on his participation in the meetings they have held and noted that amazing work is being done globally.
18. ALA Digital Content Working Group, *Carolyn Anthony* (document 2015.42). Anthony is co-chair of the working group and reported on its progress. She will continue to keep the PLA board informed but in general feels progress is being made with the publishing community.

Seeing there was no new business, it was moved and **approved** that the meeting adjourn at 5:45 pm.