**Central Minnesota Libraries Exchange**

**Governing Board Meeting Minutes**

**cmERDC Boardroom, June 21, 2017, 1:00 pm to 3:00 pm**

**Mission:** CMLE serves as the Central Minnesota library hub, a clearinghouse of talent, materials, and expertise for all types of libraries. CMLE leads, supports, encourages, engages, and connects library personnel with the resources they

need.

**Governing Board Members Present:** Mary Eberley, Karen Pundsack, Bob Jensen, Wendy Kafka, Susan Schleper, Maria Burnham, Gail McCarty, Kathy Parker, Jessie Storlien

**Governing Board Members Absent:** Vi Bergquist, Gloria Palmer, Seal Dwyer, Bernice Berns

**CMLE Staff Present:** Mary Jordan, Angie Gentile-Jordan

1. **Call to order:** President Karen Pundsack called meeting to order at 1:02pm. Established no one needs to leave early. Kathy Parker is in attendance as the academic library alternate for Vi Bergquist. Introductions made.

2. **Acknowledge visitors:** None

3. **Petitions to the chair**: None

4. **Adopt/amend agenda:** Jensen moved to approve agenda, Eberley seconded. Agenda approved.

5. **Approval of previous minutes:** Burnham moved to approve minutes, McCarty seconded. Minutes approved.

6. **Approval of financial reports:** The financial reports presented are pretty much the way the CMLE budget is going to close out the year. CMLE has gone over the budget in the line item of salaries, which was expected. Discussion about the payment of the lobbyist. CMLE overpaid our portion of that bill and have since been reimbursed. In August there will be a legislative day where questions can be asked of the lobbyists regarding ROI. McCarty moved to approve financial reports, Jensen seconded. Financial reports approved.

7. **President’s report:** Pundsack has been added to the Bremer account, Burnham has been taken off Bremer. Still need to have Pundsack added to TCF account. Discussion of the attempt to add a required second signature when withdrawing money, but per Bremer bank, they cannot do that. CMLE plans to add this requirement to internal procedures. Question was raised of insurance coverage with bonding to cover money in case something should go wrong, and this will be investigated.

8. **CMLE director’s report:** Jordan shared that more member libraries have been visited, Season One podcast has been wrapped up, and she shared plans for Season Two. Shared success of the Lake Superior Libraries Symposium presentation and winning of library trivia! Discussed how the ELL presentation was also accepted at upcoming MLA conference. Jordan will be attending ALA Annual Conference this weekend and in July the next multitype director’s meeting. Discussed the blog series Library Fun Summer Tour.

9. **Communications:** Shared the feedback and success of the Hazelden Library Visit blog post from Barb Weiner who distributed the post to all Hazelden sites, SALIS organization, and the listserv.

10. Old Business

1. **Preliminary marketing plan ideas:** Shared the draft of the marketing plan. Plans to make specific marketing plan for some programs like the podcast, social media, subscription boxes, website, Google Groups, and a leadership conference/retreat. Discussion around the leadership retreat and what it would entail, and who would attend, and potential benefits particularly in the K-12 area. Takeaways would also be useful from a conference like this to use in individual work settings. Discussion of tech integrationists being labeled “library people” even though they may not have library/research background which creates problems. Jordan shared CMLE is creating booklets that can be distributed for sharing the value of libraries and info on citations, research, etc. Schleper shared her perspective from a hospital library and Parker from an academic library about access to online information and the financial costs that are included. Jordan shared the importance of starting an advocacy program and the challenge of working with the Department of Education. Shared the success of the Library Postcard Party and the importance of libraries to local economies.
2. Other

11. New Business

1. **Set FY18 meeting dates (if agreed, CMLE staff can set these meetings at member locations across CMLE, to be sure we are seeing the breadth of our membership)**
   * **Potential Dates: September 20 2017, December 6 2017, March 21 2018, June 6 2018:** Audit results would be presented at the September 20th meeting, with the results being sent out ahead of time for review. Dates are acceptable.
   * **Committee meetings could be scheduled in for other dates to avoid overcrowding your schedules:** CMLE will send via email some possible dates for committee meetings.
2. **Establish committees for FY 18**
   * **Finance; Personnel; Policies/Procedures (this one can include bylaws, etc.):** Discussion on how many people each committee should have (at least two) and the work each committee would do. Jensen suggested one person from the Executive Committee sit on each different committee. Finance Committee: Jensen, Pundsack, and Bergquist. Personnel Committee: McCarty, Schleper, Burnham as necessary. Procedures Committee: Burnham, Kafka, Pundsack as necessary. The work done by the committees will be brought back and presented to the Board. Currently the committees are ad hoc, this may change. Finance Committee will be handling investing reserves, Personnel Committee will be handling Jordan’s review and job descriptions, and Procedures Committee will be handling membership applications and more. Jordan clarified that she will be present at all committee meetings. Discussion on need for Jordan’s review because situations with previous Executive Directors have been different in the past because of the location at SCSU. Goal set for each committee to meet at least once before the September meeting. Discussion of setting dates for the first meetings, decided to send out Doodle poll instead with possible dates.
3. **Begin strategic planning process:** Began with working on CMLE’s Mission Statement: thinking about why we exist, and work that we do. Members will stick ideas onto the sheet on the wall to be collected and put into a draft. Some ideas mentioned include advocating for libraries, supporting/empowering libraries, and making connections. One of the challenges is making libraries aware they are CMLE members and we are here to help them. Discussion regarding support being defined as a resource center, help center, reference center for library people. Also discussed how advocacy is important in several different ways: making CMLE’s services accessible to members, and then helping members advocate for themselves and the profession.

Next began working on CMLE’s Vision Statement: thinking about where we are going. Some ideas shared include accessibility, working w/communities, connecting with members. Data management is becoming more important than physical collection development and this is an area in which members may need help from CMLE. Additional ideas include: providing more technology and technology support, increased advocacy working with the legislature and government, demonstrating value of the library and each type of library, more training available including with soft skills and with ELL and special needs populations, things that fall outside traditional library training topics. Also, continuing research in order to create materials to serve libraries and improved coordination with the Department of Ed and State Library Services. Collaborations with people from different places like Ed Camp planning and research done with high school students/college readiness. Could collaborate more with Minitex as well as promoting membership/work with professional organizations. Another important aspect to work on would be creating a cohesive library state identity when we go to advocate at the capital. Simplifying the pitch could be the key to increasing multitype funding. Looking at the SOAR analysis: Strengths, Opportunities, Aspirations, Results. Some strengths: enthusiasm, excellent libraries, continued improvement based on member needs, state support and current funding. Some opportunities: training, communication, getting people to act and connect with each other. Some aspirations: increased member participation, leadership, unity, knowledge and vision. Some results: lots of downloads from podcasting, better website, listening and being heard with increased statistics and funding increase (or not being cut). Advocacy, Training, and Making Connections are three main priorities that have been stated. Advocacy at the local level to education superintendents, board members, community members. Marketing to let people know what we are offering.

1. Other

12. **Adjournment:** Adjourned at 2:59 by President Pundsack.