**METROLINA LIBRARY ASSOCIATION**

**MINUTES OF THE BOARD MEETING**

THURS. JAN. 23RD, 2014, 2 P.M.

Central Piedmont Community College, Harris Campus, Building II room 2136

3210 CPCC Harris Campus Drive, Charlotte

**Board Members Present:** Doug Short, Robert Bryan, Rebecca Freeman, Valerie Freeman, Jo Henry, Melinda Livas, Rae Lovvorn, Richard Moniz, Frank Newton.

**Board Members Absent:** Joli McClelland, Brenda Almeyda, Katy Hill, LaJuan Pringle, Sherrill Shiraz. Beth Martin tried call-in by speaker phone, but wasn't getting adequate sound and signed off at 2:15.

**1. Minutes of Last Board Meeting (Frank).** Minutes of the Nov. Board meeting were approved.

**2. Treasurer's Report (Jo).** Jo reported that we have $9,433.09.

**3. February Get-Together.** Metrolina and NCLA get-together -- bowling at Ten Park Lanes bowling alley and restaurant (1700 Montford Drive, Charlotte) -- is scheduled for Feb. 10th.

**4. Metrolina Web Site (Rebecca).** Rebecca has taken down (archived) our "Librarians Connect" page because it was languishing without content.

**5. Program Planning -- 2014 Metrolina Conference.**

**(a) Date (Doug).** Doug announced that he has scheduled a group of rooms in CPCC Harris Building II for Friday June 13th, 8 a.m. to 4 p.m. This is one of the dates Katy Hill said would work best for the CMS school librarians (cf. her E-mail to the Board "CMS Preferred Date for MLA Conference," Wed. 1-22-2014, 3:56 p.m.). The rental cost will be $60 per person, with a 25% deposit due in advance by a date not yet named.

**(b) Estimating cost of putting on the Conference (Jo).** Jo noted that this rental will cost us $6,000 if we have 100 attenders, and she estimated we'll have an outlay of $2,300 above and beyond food and rental, and recommended we raise registration fees and find ways to trim costs. We paid our keynote speaker $1,000 last year plus travel expenses which amounted to nearly a second $1,000. But Jo also got $1,000 in sponsorships last year; she re­ported we don't yet have any sponsors signed up for the 2014 conference. Doug said if we can keep total speaker costs (including travel) under $1,000 this year, we should be fine.

**(c) Registration fees.** After discussion, we decided to go up $15 from last year for each registration category:

*Category*  *2013 registra. fee 2014 registra. fee*

Full presenters $25 $40

Poster presenters $35 $50

Members $45 $60

Non-members $60 $75

Melinda suggested we add $10 per category for on-site registration. (That should not affect presenters.)

**(d) Keynote speaker.** With estimates of conference costs aired, the Board turned with renewed interest to Jo's proposal that we seek a keynote speaker for this year from the Carolinas. Melinda suggested Tim Bucknall, assistant dean of libraries and head of electronic resources and information technologies at UNC-Greensboro, who was recently named 2014 ACRL academic/ research librarian of the year (cf. Melinda's E-mail "ACRL Announces 2014 Academic/ Research Librarian of the Year," Fri. 1-24-2014 8:24 a.m., forwarding a recent ACRL Update). The Board liked this idea. David Goble, State Librarian of South Carolina and former president of MLA, was mentioned as another possible candidate. Doug will contact Tim Bucknall or ask another Board member who knows Mr. Bucknall to do so.

**(e) Bags and materials for registrants.** Valerie reported that in cleaning out J& W Library work areas in recent months, she found 50 MLA mugs and some UNC-G bags. Melinda said we have left-over carabiners from last year. Jo distributed tote bag price quotations from BrandRPM of Monroe ranging from $2.65 to $2.90 per bag.

**(f) Conference structure (Valerie).** Valerie brainstormed with Joe Eshleman about new formats for this year's Conference. Could include workshop, panel discussion, forum. She ob­served that introducing format changes can help reduce venue-based comparisons with our previous Conferences.

**(g) Deadlines for MILC.** Valerie will work on timeline for getting out our request for pro­posals, proposal deadline, and presenter selection deadline. Request for proposals should be sent out in February.

**(h) Program and printing costs.** Richard said Johnson & Wales could pay for program/printing costs, estimated at $300.

**(i) Publicity for Conference.**

-- Valerie suggested we publicize Conference via library listservs.

-- Jo suggested E-mailing directors of libraries which were represented by registrants at last June's Conference.

-- Richard suggested reviving old MLA custom of telephoning N.C. and S.C. library leaders to publicize our Conference.

**(j) Registration in advance.** We want to go with Eventbrite for online registration. Last year we used Google Forms and Paypal. Eventbrite will not allow for people to register and mail a check. They will have to use Paypal or a credit card and pay online at the same time they regis­ter online. We do not believe this will create a hardship for people interested in attending the Conference, given the level of acceptance which online payments currently enjoy.

**(k) Registration table.** The Board reluctantly concluded we still need to permit on-site regis­tration. The surcharge for on-site registration is intended to reduce the number of people who wait till the day of the Conference to register. On-site registration last year was a bottleneck for people who had prepaid and only needed to pick up their badges. Frank suggested that more registration tables staffed by more Board members in the morning (e.g. 7:30 to 9 a.m.) could reduce the on-site registration and badge pick-up bottleneck for this year.

**(l) Sponsors.** Jo looked into NCLA's sponsor categories for their biennial conference. Their categories range from $250 to $3,000 and above. They only make tables available free of charge for sponsors to display their wares and publicity in the $2,000 category and higher. But several Board members expressed an interest in making tables available to our sponsors at MILC, and Doug will look into the cost of renting tables for that purpose.

**6. Program Planning -- Spring Program.** Richard will work on arrangements for Technology Summit in March in a Johnson & Wales room not financed by bond funds (their Innovation Lab), which holds about 30 people, possibly on a Friday (parking at Johnson & Wales being easier on Fridays). There was discussion of whether to charge attenders a fee (Jo suggested $10). We haven't done that before for our technology summit spring program). ***Update.***In an E-mail of Fri. 1-24-2014, 2:44 p.m. ("RE: Confirmation Email after Proposal Submission"), Richard said the room is available and Johnson and Wales will not charge for parking. He also reported that Brian Trippodo at the Charlotte School of Law would like to be one of the tech presenters, and Joe Eshleman would be willing to present as well. In an exchange of E-mails on Mon. 1-27-2014 with the same subject line, Valerie suggested we charge non-members and let members in for free.

**7. Next Board Meeting** will be Thurs. Feb. 13th, 2 p.m. Doug will reserve a room and let us know the exact location.

Respectfully submitted,

Frank Newton

MLA Secretary

1-28-2014