

New Hampshire Library Association Executive Board
Virtual via ZOOM
April 11, 2023
2:00-4:00pm

Members Present: Mindy Atwood (president) Denise van Zanten (past-president), Melissa Mannon (EDI co-chair), Jessica DeLangie (treasurer), Carlos Pearman (scholarship committee), Angela Brown (Technical Services chair), Yvette Couser (website coordinator), Maryjo Siergiej (YALS president), Lauren Rettig (IFC co-chair), Christina Finemore (CLNH president), Corinne Chronopoulos (secretary), Amber Coughlin (NELA Representative), Conrad Moses (NHLTA liaison), Sheryl Bass (treasurer-elect), Kersten Matera (Bylaws Chair), Mathew Bose and Mark Glisson (ITS co-chairs) Scott Campbell, MaryJo Siergiej (YALS), Heather Rainier (ParaLibrarians), Susan Harmon (READS incoming president)Yvette, Lisa Jose (Wild Apricot administrator), Julia Lanter (IFC Co-Chair), Judy Russell, Lauren Rettig, Eric Stern (ULAC chair), Chandra Boudreau (Center for the Book liaison).

Others Present: None

Call to order at 2:01pm

Approve Agenda: Motion to approve agenda made by Mark Glisson , seconded by Amber Coughlin. Poll of the Board. Motion carries.

Approve February Minutes: Motion to approve February minutes as written by Amber Coughlin, seconded by Deb Hoadley. Poll of the Board. Heather Rainier abstains. Motion carries.

Past President Report

NHLSMA merger- Denize Van Zanten reports we are on target to bring them back on board as a section by the end of the day.

President Report

- @NHLibrarians email accounts- Mindy Atwood asks all to reach out to Corinne Chronopoulos, Secretary, if your section is not yet using the @NHLibrarians account. There was a glitch with the NHLA email last year which moved many people to use their personal or professional emails for NHLA roles, but we now need to make concerted effort to move back to NHLA accounts.
- Strategic Plan progress- Mindy Atwood will reach out to sections and committees who may be able to help with some of our goals. A longer discussion will be had in June about the status of all action items.

- GoToMeeting or Zoom- The NHLA officers are considering moving officially to Zoom for NHLA meetings and not renewing GoToMeeting. Mindy Atwood has reached out to sections and having heard from no one about the reason to keep the resource, will not renew it. No vote needed.

VP Report

- Deb Hoadley reports Spring conference is shaping up thanks to many hands pitching in to help. We have 160 attendees and one more week before counts are due for food. Reminder there is no onsite registration- it must be done in advance. We have 11-12 vendors and some sponsors who have contributed but will not attend due to other regional conferences. Discount room bookings for the conference are closed.
- Deb Hoadley asked about any possible Zoom presenters and confirmed it is just Mat Bose who will host virtual speaker. Mat will use his own zoom to set that up.
- Common Man is booked for November 9th, 2023, for NHLA Fall Conference. Keynote theme may be distractions/focus in the workplace.
- Heather Rainier asks about schedule for Spring conference and Deb Hoadley confirms the next one will be in 2025.

Treasurer's Report

Jessica DeLangie presented an idea for a Cost-of-Living increase for the NHLA bookkeeper contract. The Treasurer's report showed a draft for 2%, 3%, and 4% increases to be considered. Deb Hoadley commented that it feels more equitable to apply a percentage instead of a subjective amount.

Mindy Atwood commented on the benefit of this procedurally becoming part of the Treasurers schedule and adjusting this pay does not become forgotten as new folks step into NHLA roles.

Jessica DeLangie said the current bookkeeper has been with NHLA for several years and has great institutional knowledge.

Mindy Atwood is in favor of 4%. Lauren Rettig agrees a 4% rate is appropriate.

Motion to add an annual 4% cost of living increase to the bookkeeper contract beginning in FY 2024 made by Jessica DeLangie. Denise van Zanten seconds. Poll of the Board. Motion Carries.

Review draft 2024 budget.

Jessica DeLangie reports on a few changes to the budget including:

- Increase Wild Apricot fees.

- Our current accounting firm will be increasing their rates. Jessica DeLangie is going to talk to them about different options and talk with other accounting firms. We will stay with our current firm through FY2024.
- The Technology line will be adjusted once we cancel GoToMeeting.
- We will end FY 2023 with a surplus which will help balance our FY 2024 budget.
- Increased the ALA councilor travel line by \$200.
- FY24 NHLA restricted MacDonald fund should be used for librarian education. NHLA Officers thought this would be appropriate for conference speakers. There is a note now in the budget to put \$2000 in the annual budget to be used for speakers. Mindy Atwood said this is inline with the intention of the donor and that we have an obligation to put these funds to use.
- Dues will increase when we add NHSLMA.
- Heather Rainier comments that we should keep an eye on membership and think about active recruitment especially when it's a year without a conference. Jessica DeLangie agrees and notes we do have ample savings but it's not a good trend to overbudget.
- Mindy Atwood asked about when was the last time we looked closely at membership dues and tiers. NHLA Officers will look and decide if dues should remain the same level or need to be adjusted. Denise van Zanten commented it has been at least three years since we looked at dues. Lisa Jose agrees.
- FY2024 spring conference line item will be zeroed out. Deb Hoadley reminded Jessica to keep \$3,000 for a deposit for FY2025 conference.

NELA report

- Amber Coughlin reports that 2023 NELA theme is "Everyone Can be a Hero" in October. The cost is going to be more expensive because of the cost of food.
- Copyright Basics seminar was very successful. A similar event may be held on privacy and first amendment issues.
- NERTSL is having a virtual conference on Friday May 26th, 2023.
- 2023 NELLS cohort has been selected. NH NELLS mentor is Amy Lappin.

State Library: no report

Section and Committee Reports:

Legislative/Advocacy:

HB 72 was amended and passed. It was amendable to all parties.

HB 514 was laid on the table. Mindy Atwood reports that tabling a bill can be a helpful strategy because it allows folks who would normally not want to “break ranks” to vote to table something. Denise van Zanten commented that it is very unlikely to come back but we should expect it next year.

The Advocacy and Legislative Committee is working to create a structure on the website that organizes and tracks the status of any legislation that NHLA is watching so membership can easily see updates and how they can/should be involved. This is still a work in progress and the goal is to make all of this clearer to the membership.

Mindy Atwood reports NHLA Lobbyist is still watching the State budget and any possible impacts.

Social Media Committee:

Scott Campbell has been working on creating a social media policy/standard for NHLA. He is modifying a similar policy used by the Massachusetts association. He believes it can be further simplified and fine-tuned to meet NHLA needs.

Scott Campbell manages the NHLA Facebook and invites anyone to send him content they want posted. He also reminds all about the marketing google group- nhla-marketing@googlegroups.com.

Wild Apricot: Lisa Jose reports on the price increase for Wild Apricot. She is looking at other options, such as member clicks, which is used by NELA. It may be possible for us to be added as a sub section under NELA. We are sticking with Wild Apricot for the next year, but she is working to understand the best options for the following year. Deb Hoadley agrees Member Clicks may be our best option.

NHLTA report: A single sheet handout was created for what new Trustees need to know “at a glance”. It was sent to Library Directors so they could forward to their Trustees.

Old Business

- None

New Business

- **Media Relations policy**

Denise van Zanten reports on a new draft policy for Media Relations. It is based on a policy from Merrimack Public Library. Scott Campbell asks how the media knows who to contact for comment? He suggested we make that clear in the policy and with a timeframe and offered to review the policy. Next step is to send the policy to the Bylaws committee for review.

- **Summary of proposed by-laws changes**

Kersten Matera suggested adding social media coordinator as a nonvoting member and listing each liaison. All in Article 3.

Add NHSLMA as a section. See her report for words.

Motion to put the proposed by-laws amendments before the membership at the Fall Business meeting. Seconded by Deb Hoadley. Poll of the board. Motion carries.

Lisa Jose asked if her position should be included in the bylaws. Yvette Couser confirms her position is listed under non-voting member.

At the NHLA Fall business meeting, the changes to the bylaws can be voted on but Mindy notes that we would have to have 2/3 membership present. The alternative would be to follow-up with an electronic vote.

- **Discussion of working with a graphic designer to design a different banner for NHLA website.**

Melissa Mannon reports the EDI was tasked to look at the NHLA banner and they have recommended we do not use images of people in the banner. Yvette Couser reached out to a graphic designer, Courtney Daniel, and received a proposal outlining the cost of the project to create an original banner. Jessica DeLangie asked the price. It could not be confirmed but it was around \$350. Mindy Atwood asked where the funds would come from and DeLangie confirmed it would come from the general fund.

Yvette Couser reported on the background of the issue. There was a complaint about the current banner, and it prompted the NHLA leadership to ask the EDI committee to review and take steps to replace the image.

Judy Russell suggested we expand the goal to include a rework of the NHLA logo and including multiple file sizes and objects we can use.

Scott Campbell asked if we had asked Dale (web guy) to just change the stock image.

Mindy Atwood asked if we could immediately take the image down and then work on the larger project of a visual rebranding of NHLA, including the logo.

Heather Rainier clarified that one option is just taking the image out. Judy Russell confirmed it would be a simple change.

Deb Hoadley commented that most other associations have their logo and then a sliding promotional banner. Sections could create their own graphics to be used in the slider/banner.

Mindy Atwood asked Yvette Couser to check with Dale on what he can do to edit the website and add an image slider.

Denise van Zanten pointed out that NHLA logo development or rebranding is not in the current strategic plan or the budget.

- **Appointment of Committee members to the Nominating Committee**

Denise van Zanten talked about a few openings coming up including a NELA rep, and ALA rep, and the Vice President position. She is also looking for nominees for the Ann Geisel award. Heather Rainier, Amber Coughlin, and Mindy Atwood will assist her.

Upcoming meetings:

- Officers- May 16th, July 11th, Sept12th, Nov 14th
- Executive- June 13th, Aug 8th, Oct 10th, Dec 12th

Action Items:

Adjournment: Motion to adjourn at 3:33 PM made by Deb Hoadley, seconded by Kersten Matera.

Attachment: Formal Reports