

MISSISSIPPI LIBRARY ASSOCIATION

Executive Board Minutes

December 4, 2020

Second meeting

**Virtual Meeting via Zoom
Mississippi**

Call to Order:

The second December virtual meeting of the Executive Board of the Mississippi Library Association was called to order by Mara Polk, President, at 11:25 a.m. on Friday, December 4, 2020, via Zoom.

Roll Call/Signature List of Attending Members:

Present – Mara Polk, President; Michelle Frasier-Robinson, Treasurer; Stephen Parks, Vice-President; Mary Beth Applin, Immediate Past President; and, Sarah Mangrum, SELA Councilor.

Others Present: Caroline Barnett, Paula Bass, Rex Bridges, Kate Dutro, Tina Harry, Rickey Jones, Elizabeth Minter, Rachele Moore, Mary Ann Peoples, Jesse Pool, Joyce Shaw, Jennifer Smith, Jennifer Stephenson, Jennifer Todd.

No motion to approve agenda or minutes.

MLA Officers and Staff Reports:

Secretary: Adrienne McPhaul is not present – no report.

Treasurer: Michele Frasier-Robinson – no report.

President: Mara Polk thanked board for wanting to serve and asked for those no longer willing to serve to contact her. Let the board know that she is expecting baby Maggie in March. The next meeting is scheduled for March 19th but there is a 90% chance it will be virtual. Asked the board to review the dates of the meetings and upcoming events as well as the executive board list Paula sent out.

Vice-

President: Stephen Parks - no report. Expressed excitement to serve this year.

Immediate

Past

President: Mary Beth Applin - no report.

MLA

Administrator: Paula Bass - no report.

ALA

Councilor: Meredith Wickham is not present - no report.

SELA

Councilor: Sarah Mangrum - no report. Expressed excitement to serve.

MLC

Executive

Director: Hulen Bivens not present – no report.

ACRL

Section: Courtney Hicks is not present – no report.

Public

Library

Section: Katrina Castilaw is not present – no report.

School

Library

Section: Angela Mullins is not present – no report.

Special

Libraries

Section: Joyce Shaw no report.

Trustees

Section: Rickey Jones is not present – no report.

Advocacy

Committee: Kate Dutro – no report.

Awards

Committee: Rachelle Moore – no report.

Black

Caucus

Roundtable: Dr. Blanche Sander is not present – no report.

Election

Committee: Jennifer Smith is not present – no report.

Fiscal

Management

Committee: Patsy C. Brewer – no report.

Gaming

and Graphic

Novels

Roundtable: Hannah Berryhill/Jamie Stanfield are not present – no report.

Legislative

Committee: Jenniffer Stephenson reminded everyone it is vitally important to reach out to legislators in new ways this year. She encouraged anyone interested to sign up, even if they only want to

contribute ideas. Talked about the fact that we may not be physically allowed at the capitol building again in 2021 and need inventive ways to get the message to legislators. Discussion about how to get volunteers. Mara said she will send out another call for volunteers.

Ad Hoc

Committee

on Fees: Patsy Brewer – no report.

Long

Range

Planning: Amanda Clay Powers is not present – no report.

Marketing/Public

Relations: Rex Bridges – no report.

Membership

Committee: TBA – no report.

MS Author

Awards: Caroline Barnett – no report.

National

Library Week: Tori Hopper is not present – no report.

New Member

Roundtable: Jesse Pool is not present – no report.

Nominating

Committee: Tisha Zelner is not present – no report.

Outreach

Committee: TBA – no report.

Publicity

Committee: Janessa Ullendorf is not present – no report.

Scholarship

Committee: Justin Easterday is not present – no report.

Social Justice: Mac Buntin is not present – no report.

Technical

Services RT: Preston Salisbury is not present – no report.

Web

Committee: Jennifer Todd reminded the board that the content management system Apricot is a company outside of the US. We need to send renewal check in February. There is a price increase.

YPSRT: Carrie-Ann Pierson is not present – no report.

Mississippi

Libraries: Tina Harry – no report.

Old Business: Mara said we will develop a scholarship honoring Terry LaJaunie as discussed in previous meeting. Mary Beth and Paula will send something on behalf of the association. Sarah Mangrum pointed out his wife should be contacted in case she would like to start directing people to this fund. Mary Beth has tried to contact Diane Ceasare Ross but not getting responses. Mara or Phillip Carter will reach out.

New Business:

- Mara pointed out decisions need to be made about the MLA annual conference. We changed dates in Meridian to 2022 but need to look at contract with Westin in Jackson.
 - Mary Beth will send contact information to Stephen Parks. Need to read contract and see what they suggest. Patsy Brewer said dates are in the contract.
- Mara asked if board wants to move forward with the WHOVA platform. Rate is \$2699 but rates going up. People use it with in-person conferences as well. It was really easy to use. Lots of bells and whistles we didn't take advantage of.
 - Jennifer Todd stated it is worth our while to get it no matter what. Many academic and public libraries reached out to say they cannot attend in person, they are interested in virtual. Also, makes it easier to plan programming. Helps with sponsorships and can embed things into the website.
 - Mary Beth pointed out it is difficult to do both. Only when you get a large number of attendees can you afford to. We would have to pick a smaller venue. If we had half the attendees we'd be lucky.
 - Jennifer Todd agreed and noted that the Westin is one of the more expensive places. Offering it online equals less people in person.
 - Mara noted that Jamie did a phenomenal job on securing sponsorships. Stated that WHOVA was easy to use. Has floor plans that let you show moved meetings. Only one person complained about receiving too many emails. Can create templates and it can serve as an archive for future presidents to reference.
 - Sarah Mangrum stated that COVID has changed the ways we will do things from now on. Need to find a way to make it work financially. Increases professional development opportunities for librarians that cannot attend in-person. Maybe restrict some of the virtual conference experience to encourage people to attend in person.
 - Patsy pointed out we took in 40k and only spent 28k last year. She believes the money is already there.
 - Jennifer Stephenson stated we were lucky to end up in the black and may have gone into the red a few years on conferences. Many attend in-person for social aspects.
 - Jennifer Todd said 502 non-vendors registered last year. Encouraged board to give WHOVA another chance and see if we make any money. Virtual conference may entice more people to join as members. It hasn't yet but potentially could.
 - Mara sent out feedback and Zoom stats. 90% of it was positive about the experience. Board made the decision to go virtual in May last year, will need to make some decisions soon. Stephen Parks will make recommendation to the board. Mara also said we should have poster sessions this year no matter what. Pointed out Justin did a great job with pulling silent auction off using a third party to host it. Would send email to say you were outbid.

- Discussion of cancellation fees. None so far. Act of God. Need to check Jackson contract.
- Kate Dutro– pointed out we need to see if WHOVA contract locks us into dates.
- Discussion of smaller meetings to help sections and committees grow. Maybe regional meetings and meet ups to attract more people.
 - Sarah Mangrum suggested looking into Zoom licenses so chairs could host online meetings. SELA has done this.
 - Patsy quoted \$199 for up to 300 participants.
 - Sarah said Kaigler festival only used Zoom. Did an add on for a large meeting. The smallest one would work for the majority of what MLA needs to do and can change licensed users. Or have licensed users start meeting and then set someone else as host.

Motion: To approve renewal of standard WHOVA contract for \$2699

Motion: Sarah Mangrum Second: Stephen Parks

Passed unanimously.

- Mara asked if the board wanted to call a motion now on Zoom or to table until next meeting.
 - Kate Dutro pointed out educators right now can have free unlimited meetings. Anybody with a .edu address or k12 address can have Zoom for free for a limited time.
 - Sarah Mangrum stated she is also a licensed user and could set up meetings to see if MLA wants to do it.
 - Mara stated she uses CMRLS account for these meetings. It's hard to put all that together when you have multiple people donating Zoom accounts.
 - Zoom decision tabled until next meeting.
- Paula Bass asked about W490816@ golden.edu email? Sarah Mangrum stated this is an old email address for Adrienne McPhaul.

The next regular meeting of the Mississippi Library Association Executive Board is March 19, 2021.

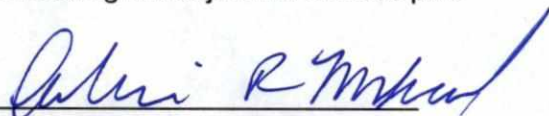
Adjournment:

MOTION: To adjourn the meeting.

Made by: Joyce Shaw Second: Mary Beth Applin

Passed unanimously.

The meeting was adjourned at 12:30 p.m.


 Adrienne R. McPhaul, Secretary