**Minutes forTuesday, July 21, 2020**

**Consent Agenda**

* Agenda EBD #9.0.1 approved. No objections.

**Executive Director Update – Tracie D. Hall**

* Contract
  + Hall proposed visibility for the board for contracts at or above $100,000. Board asked for it to be doubled to $200,000. This is the only change made in the proposal.
  + Board does not need to formally vote.
* New Business Development Group
  + Hall is proposing a reconstitution of the business development group.
  + Comprised of at least 8 members; 2-year terms to support pivot years.
    - ½ library staff, leaders, personnel; ½ business leaders, experts.
  + Group would look at internal and external ALA operations and look at new opportunities for revenue development.
  + Latrice Booker asked about the group’s term. Hall said their commitments and insight would be needed for an extended period. After two years, we will reevaluate the group.
  + Karen Schneider asked about a description of the group and the outcomes. Hall said the conversations will be formed based on Forward Together, ALA revenue generation, and their subject matter expertise.
* Preliminary Pivot Strategy
  + Hall provided a background on revenue; our expenses have far outweighed our revenue which is complicated by the pandemic. By FY25, the hope is for ALA to be at the beginning stages of optimal financial health.
  + A financial downturn for membership is predicted because of temporary library closures, layoffs, furloughs; membership is expected to be negatively impacted for at least a few years as a result of the pandemic.
  + The new January conference platform “LibLearnX” will be smaller and focused on continuing education and professional development as well as specialized library roles and literature/literary awards (e.g. the YMAs).
  + By FY23, we are looking at having grown to 5 revenue streams with Conference Services, Continuing Education (CE, new), Contributed Revenue (new), Membership and Publishing.
  + By FY 25, we are looking at adding and monetizing Data and Research as a sixth revenue stream
  + More public facing products and programs via annual conference, American Libraries, Booklist. Publishing and CE moving into Foreign Markets
  + We are seeing the graduated growth of contributed revenue. We have received the green light to apply for grants at or above the 6-figure level. Grants renewed. Opportunity to get CR to the level of other nonprofits which is 10% to 15% of revenue coming from contributed sources.
  + Strong divisions, with a goal that 75% of members find their home in a division. Divisions help with retention and engagement.
  + Maria McCauley added Guadalajara Book Fair was compelling seeing the public facing aspect. Interesting possibilities with ALA.
  + Schneider asked where the resources for the personnel are that we will need to drive these initiatives. Hall said we are engaging in charrettes around External Relations and Conference; staff recognized that the issue is a matter of deployment. Staff is hardworking. Not creating new positions but redeploying people across teams. It does not mean a growing staff, just realignment.
  + Maggie Farrell gave kudos on creating a visual that matches the conversation in June.
  + Farrell asked to hear more about how divisions are engaged in the charrettes. How do we get everyone working and pulling together? Hall said the goal was to get more than 52% of staff involvement across the association’s 4 geographies.
  + Patty Wong is hoping to do a charrette-like engagement with the board.
  + Julius C. Jefferson, Jr. suggested to add the pivot strategy to the Fall Meeting Agenda to take a closer look.
* Response to Division Presidents
  + Board received a letter from division presidents voicing their concerns on the issue of furloughs among staff. 5 furlough weeks in FY21 and one in FY20.
  + Ed Garcia said we heard a lot from Council and said it would make sense to see the proposed loan from the endowment and see if we could add more money to the loan to solve the issue of furloughs.
  + Larry Neal said the perception is that we are putting it on the back of the staff.
  + We need to make sure we articulate all the areas we are cutting and reducing. If we are not able to eliminate them upfront, could we have a quarterly or six-month check-in to see if furloughs are still absolutely necessary?
  + Jefferson suggested for the Executive Director to draft a letter within a week or so. We need to be responsive to divisions from the entire Executive Board.
  + Hall said it would be helpful if another board member worked on the draft as well. Farrell and Schneider said they would assist in drafting a letter on behalf of the Executive Board.
* Council and Executive Board Follow Up – Marsha Burgess, Council Secretariat
  + Council Document #43 resolution has been resolved and updated. It will be uploaded to the website.
  + Burgess is asking the board to review edits.
  + Booker asked for further explanation regarding first responders in line 3; “In support of the work of first responders” was updated.
  + Council Document #45: Resolution developing library security policies – President Jefferson and Burgess will put together a working group. Comprised of members from each library types, ethnic affiliates.
  + Council #46: Resolution condemning US media corporation’s abridgement of free speech – This was referred to IFC and IRC, names are being gathered.
  + Alexandra Rivera asked about the timeline regarding these resolutions.
  + Garcia asked about a document regarding creating a group about contact tracing. Jefferson said this was related to Council #45. Garcia would look back in notes to double check. Burgess will also look back and check.

**Treasurer Update – Maggie Farrell, ALA Treasurer**

* The Operating Agreement Work Group is in the process of being appointed.
* Upcoming Meetings
  + Tuesday 9/1; Joint BARC/F&A Meeting
    - Action item is to look at FY21 budget, approve and move to board
  + Wednesday 9/2; Board meeting
    - Look at FY20 and possibly approve FY21 projected budget. Board will also review annual estimates of income.
  + 9/17 Council Meeting focused on finances. Council has one action item to review and approve the annual estimates of income.
  + Neal asked if the 5-year projections will be updated and shared? Farrell said plan will be rethought. 5 years is difficult to plan for during this time, its uncertain.

**Virtual Council Meeting Debriefing and Evaluation – President Julius C. Jefferson Jr.**

* Jefferson said he was impressed that the staff and members pivoted so well. It was a monumental task that we were able to do this.
* Burgess said this was a time-consuming project, but we have a team of staff to support it.
* We should come to a definition of the chat space and how it should be used. Accessibility needs to be considered and addressed. The readers were picking up both Q&A and chat space. Barnes stated that the chat was becoming a distraction. Garcia suggested disabling chat function completely. It was difficult not being able to see who is ready to speak, seeing the participants list.
* Council Orientation will be the time to train Councilors on virtual Council meetings.
* On August 11, there will be a Parliamentary Bootcamp by Eli Mina to help councilors on parliamentary procedures. Wong suggested there could be a short manual by Eli Mina in addition to a bootcamp.
* Neal said the online voting tool worked well.

Board adjourned into closed session.

Board Members Present:

1. Julius C. Jefferson, Jr., President
2. Patty Wong, President-Elect
3. Wanda Brown, Immediate Past-President
4. Maggie Farrell, Treasurer
5. Tamika Barnes, Executive Board Member
6. Latrice Booker, Executive Board Member
7. Ed Garcia, Executive Board Member
8. Eboni Henry, Executive Board Member
9. Maria McCauley, Executive Board Member
10. Larry Neal, Executive Board Member
11. Alexandra Rivera, Executive Board Member
12. Karen Schneider, Executive Board Member
13. Tracie D. Hall, ALA Executive Director ex-officio