**Minutes for Tuesday, December 15, 2020**

1:00-2:30pm Pacific / 2:00-3:30pm Mountain / 3:00-4:30pm Central / 4:00-5:30pm Eastern

**Consent agenda**

Board Meeting Minutes Board Meeting Minutes 20-Oct-2020 *EBD #2.4* and Board Meeting Minutes 17-Nov-2020 *EBD #2.5* were both approved. President Julius C. Jefferson Jr. added the Virtual Meetings Rules *EBD #12.57.3* to the agenda for discussion; no objections. The Board Agenda 15-Dec-2020 *EBD #9.8.2.*

**Virtual Meeting Rules *EBD #12.57.3***

* Board member, Alex Rivera gave thanks for the diligence in researching accessibility issues.
* ***Ed Garcia moved to accept the meeting rules as written in EBD 12.57.3. Patty Wong seconded.***
* **Voted to** Approve the Midwinter Virtual Meeting Rules *EBD #12.57.3*

**Midwinter & Annual Conference Services – Earla Jones, Conference Services Director & Tracie Hall, Executive Director**

* Over 2,500 in registrants for Midwinter; 1,400 paid registrants
* Closing Speaker announcement initially was January 4th, however a request has been made to announce this week. Marketing materials and email are ready to go.
* Executive Director Hall shared we are slightly behind the registration goal. Unit Managers are targeting segments to increase registration.
* Executive Director Hall encourages board members to advertise a program at Midwinter to their constituencies and share across social media to encourage attendance.

**FY22 Budget Assumptions - Tracie Hall, Executive Director and Denise Moritz, Interim Chief Financial Officer**

* Budgets are based on planned revenue; $0 budget approach
* The plan is to have no furloughs for FY22, operating discipline will be necessary. ALA had $1.4 Million in savings with Furlough in FY21.
* Overhead rate will stay the same; the Operating Agreement is looking at this.
* Contributed Revenue target of $3-3.5million.
* Continuing Education target of $500K
* ALA received grants and donations of $4 million in the first quarter of FY21. Executive Director Hall acknowledged Anne Manley from ALA Development for her assistance in securing grants.
* Ms. Moritz noted the consideration to transfer freezes from endowment to Divisions.  Ms. Moritz noted that the money moves from short term investment balance into the endowment fund, but she emphasized this is under consideration as a conservative approach. The Board discussed the need to approve this, being first brought to F&A to bring to the Executive Board.  Ms. Wong shared that this has been done in the past, and there should be clear communications with Divisions.  Executive Director Hall informed the Divisions impacted but will ensure that Division EDs share this information with their member leaders.
* 2% salary increase for FY22
* Finance managers will provide a mid-December orientation for unit managers.
* Action: The budget assumptions and endowment transfer memo will be brought to BARC at Midwinter.

**Potential Statement - Responding to the second wave of COVID-19**

* Discussion about sharing a statement to the membership about the second wave of COVD-19.
* Discussion around who the statement should come from, and the purpose for a statement.
* Stephanie Hlywak, CMO Director, said there have not been recent overarching statements from the board on this issue and CMO has been tagged on social media posts and questions are coming in. Libraries are in different states of being open, closed, etc. The roles that libraries can play as vaccines are developed and distributed. Libraries being the place for people to go for accurate information.
* Board discussion and thoughts were shared such as providing either an update to previous statements and/or a statement that highlights if library workers are frontline workers who need the vaccine.  Another suggestion was made that there is an opportunity to be proactive and state that librarians and library workers should get vaccinated. One recommendation is to frame the statement to thank libraries for leaning on ALA and working together during the pandemic and a general statement of the vaccine.
* Action: CMO, Stephanie to draft language for the board to consider based on this discussion by the beginning of the year.

**PPA 75th Anniversary Engagement Plan - Kathi Kromer, AED Public Policy and Advocacy Office**

* ALA President Jefferson would like board involvement on the onset of engagement plans such as this.
* Ms. Kromer noted that the Washington office turned 75, and there was a plan for in person events.  The office pivoted after COVID-19.  The document highlights areas where Board members can have the most impact, in an “a-la-carte” fashion.
* Washington Team is looking to do more videos from member leaders to share across social media.
* The requests to senators and leaders had been made and are pending.
* The Board to work with PPA on availability and to reach out to and copy Shawnda Hines for any follow up questions.

**Board Liaison Program Discussion**

* Revisit this item and what the EB liaison role would be moving forward. This is an opportunity for the Board to get a deeper insight into the various aspects of ALA’s operations and governance.
* Action: Ms. Rivera and Ms. Booker will be working with Ms. Hall and MS. Reyes to review policy and best practices ensuring a flow of information between the Units and the Board on key issues.
* The group will review the current program and bring back recommendations to improve the Board liaison program per parameters and guidelines. The goal is to help strengthen communication.

The ALA Executive 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