

# ALTAFF



Association of Library Trustees,  
Advocates, Friends and Foundations  
A division of the American Library Association

## MINUTES

ALA Midwinter Conference  
Boston, Massachusetts January 16-18, 2010

### *Executive Committee Meeting I-Saturday, January 16, 2010*

- **Call to Order**

President Rose Mosley called the meeting to order at 8:00 am.

**Board members present:** Rose Mosley Peggy Danhof, Peggy Barber, Shirley Bruursema, Donna McDonald, Kay Runge, Robin Hoklotubbe, Sally Reed, ALTAFF Executive Director  
President Rose asked that we all review ALTAFF Board Responsibilities (Doc #1and #2)  
Shirley Bruursema asked the board to consider a two year board commitment. Rose responded that this will be taken into consideration.

Rose asked the committee to review the Trustee Academy (Doc #3). Sally Reed said that there has been a discussion to expand the Trustee Academy. She said that this has been an idea from Peggy Danhof for some time now. She anticipates the first course to be presented in Fall of 2010. Sally spoke about logistics of a trustee training, using the NSLS-North Suburban as a model. Peggy Barber said she was curious about this as curriculum on legal stuff will differ from state to state.

Sally noted that the training for the Trustee academy will be web-based. This gives a chance for Trustees around the country to learn. Peggy Danhof added that an effort to make sure committee members get accurate emails is important.

Robin Hoklotubbe commented that we should consider some type of accountability for chair's of committee and their expected responsibilities. Sally responded that we could require committee chairs to sign an agreement of acknowledgement. She will look into and develop one to send out for board members to sign.

President Rose Mosley asked if there was anything else about committee changes.

The meeting was adjourned the Executive Committee Meeting I at 8:25 am.

### *ALTAFF Board Meeting I Saturday, January 16, 2010*

- **Call to Order**

President Rose Mosley called the meeting to order at 8:30 am.

Rose welcomed everyone to the meeting.

**Board members present:** Rose Mosley, Peggy Danhof, Peggy Barber, Claire B. Gritzer, Shirley Bruursema, Donna McDonald, Robin Hoklotubbe, Laura Salmon, Kay Runge, Helen Wilbur, Charles D. Hanson, Cherine Janzen, Ed McBride, Gail Griffin, Samuel T. Huang, Peter Pearson, Katherine Suarez, Gwendolyn B.G. Welch, Georgia Bhair, Dora Sims.  
Sally Reed, ALTAFF Executive Director

- **Acceptance of minutes**

President Rose Mosley asked that minutes be approved. Peggy Danhof asked that there be some additional wording to the minutes from Chicago Annual Conference. Peggy Danhof handed Robin Hoklotubbe the additional wording. A motion to accept the minutes by Peggy Danhof was made and seconded by Charles Hanson. Motion carried.

- **Trustee Academy**

Sally Reed reviewed with the board the process of developing the Trustee Academy based on the North Suburban Library System's certification program with their consent. She referenced Doc #3. Sally feels this is an excellent program. One key component of "certification" is to attend a national library conference. ALA suggested we not use the word certification. Certification has some professional and educational responsibilities and criteria.

Shirley Bruursema inquired as to how a trustee would know how to sign up? Sally responded that publicity would go through normal ALA channels and that she would work with state library agencies. Kay Runge said this was an excellent idea. President Rose Mosley called for a vote to move forward with the Trustee Academy. Peggy Danhof motioned and Kay Runge seconded, the motion was approved.

- **Discussion of Minimum Expectations for Committees and Board Member Roles**

Rose Mosley asked if anyone was in need of any explanations of Board Doc #4 which describes committee roles and responsibilities. Laura Salmon shared that the board should consider consolidation of nomination committees. Peggy Danhof discussed why there are two nomination committees and went on to say that she supports merging the two.

Rose Mosley suggested discussing this point further. For the moment, Rose asked the Board to adopt the minimum expectations with an understanding that there will be changes to nominating committee. Motion to adopt was made by Shirley Bruursema and it was seconded by Laura Salmon. A vote was taken and motion was passed.

Rose Mosley asked the Board to look at Board Doc #1 and #2; ALTAFF Board Member Responsibilities. Laura Salmon suggested assisting corporate members, by creating and sharing a module of Board Training to help with understanding of the Trustee component. A broad discussion was held about commitment and taking self-responsibility of education. Rose asked the board to adopt Board Responsibilities (Doc #1 and Doc #2) with suggested addition of corporate responsibility. The motion to adopt was made by Peggy Barber and seconded by Laura Salmon. A vote was taken and the motion was passed.

- **Recap of ALTAFF events for mid-winter conference**

Rose Mosley reviewed the ALTAFF conference programs, special events, Nuts and Bolts and trainings. Clare Gritzer mentioned that there were conflicting programs. Robin Hoklotubbe responded that by attending either session of Nuts and Bolts, it would still be worthwhile.

Sally Reed shared that ALTAFF has two articles in *Cognotes*, which is really good! She thanked Jillian Kalonick (ALTAFF PR) for her assistance. Sally went on to share ALTAFF participated in a direct mail campaign (coordinated through ALA) for new members. Problems did occur and ALA will attempt to conduct another campaign soon. The campaign is promoting the All-In-one membership. Sally let the Board know that that ALTAFF has partnered with Neal-Schuman publishers once again and this time for a "The Complete Library Trustee's Handbook". All proceeds will go to ALTAFF. She asked that we all promote this at the local level.

Sally reported that she is working with Jonathan Kelley from the ALA Office of Intellectual Freedom to help promote a web-based program the OIF is doing especially for trustees to help them understand the principles of intellectual freedom and how to defend the library's collection.

- **New Business**

Kay Runge thanked Sally Reed for her skills and leadership and she personally feels that Sally is the most talented Executive Director in ALA! Kay went on to encourage folks to participate in the "go to the hill" event in DC in support of Library advocacy. Shirley Bruursema mentioned that this event replaces the May Legislation event.

Peggy Danhof thanked everyone who donated prizes for the Presidents dinner. She shared that this dinner event began in New Orleans and the raffle made over \$200.00 for ALTAFF.

Peggy Danhof moved to adjourn the meeting and Gail Griffin seconded.

**Meeting adjourned at 9:25 am.**

### *ALTAFF Board Meeting II Monday, January 18, 2010*

- **Call To Order**

President Rose Mosley called the meeting to order at 8:10 am. She thanked staff and executive board for their support this first year of ALTAFF.

Board members and guests present: Rose Mosley, Kim D. Johnson, Charles Hanson, Laura Salmon, Cherine Janzen, Robin Hoklotubbe, Peggy Barber, Peggy Danhof, Claire Gritzer, Shirley Bruursema, Samuel Huang, Donna McDonald, Nann Blaine Hilyard, Joan Reeves, Rod Gauvin, Mable Robertson, Gwendolyn. B.G. Welch, Gail Griffin, Terry Higgin, Helen Wilbur, Don Roalkvam, Dora Sims  
ALTAFF staff: Sally Reed

- **Presidents Report**

President Rose Mosley shared information about board commitments/changes and procedures. She exclaimed that she was elated that an endeavor, started by Peggy Danhof, has gone full steam ahead and that the Trustee's Academy is a go! Rose asked for Board input about anything and pleaded to the board to read all handouts and information that is sent them prior to conference. She commented that it is very difficult to meet everyone's needs and concerns at conference time. She said it is much easier to do this before conference. She said that she is aware that some chairs have not been communicating with the Board. She said we need to do better on this and she too will work on this. She shared that she recognizes that we can collaborate with other divisions at conference and that we should look into this.

- **Directors Report**

Sally Reed, Executive Director of ALTAFF welcomed everyone. Sally highlighted a few press pieces that ALTAFF has had and commented that ALTAFF has received good press! She said that we have had a lot of publicity in ALA Cognotes and the author tea.

She shared that membership in ALTAFF not growing as much as we'd like however we are hopeful that the re-mailing form ALA will increase membership. Sally went on to share that the mailing was mishandled and incorrectly addresses with spelling errors.

The mailing went out bulk mail when it should have been first class mail. Sally said she will be attending PLA in March, promoting membership at a conference booth. She said if these steps do not

increase membership, we may have to consider a task force to address this. She shared that the new initiatives should drive membership up.

Rose Mosley said that she will put together a task force for the Trustee Academy to work on the Academy. Gail Griffin asked Sally about new ALTAFF website accessibility and she said good progress has been made on this.

Sally shared that the recipient for the ALA President's award for Advocacy sponsored by ALTAFF will go to the Florida State Library. This award is new for 2010 and will always be a state library. This year staff was responsible for the award but in the future, ALTAFF Board will be in charge.

Sally reported that the budget is firm. We are right behind where we were with FOLUSA. Revenues are two months behind in reporting by ALA.

- **Division Councilors Report**

Shirley Bruursema reported that ALA spending reductions will take place in 2010. There are about 6,600 registered mid-winter conference attendees. There were many complaints about the ALA event planner. ALA plans to work out the bugs for future conferences. She shared that strategic plans are underway for 2015. Registration for June conference is ongoing. She will be in contact with ALTAFF Board if anything important comes up and needs advice as to how to vote. Nann Hilyard interjected that she is running for council at large. Shirley shared that the Trustee Award winner, David Goldsmith, had sadly passed away 3 weeks ago. He was a great supporter of ALTA and served on many committees. He will be dearly missed. She asked that we keep his family in our prayers.

- **Trustee Awards Committee Report**

Claire Gritzer said that Denise Botto was to report but because Denise was unable to attend, she deferred to Gail Griffin. Gail shared that the major benefactor award was selected. There was also an ALTAFF outstanding award given and an ALTAFF trustee citation awarded. She said that they are happy that they came to a consensus. It was difficult to choose and thanked everyone for their submissions.

- **Trustee Nominating Report**

Claire Gritzer has two names for the Trustee award: Margaret (Peggy) J. Danhof and Robert O. Bonam.

- **ALA Spectrum Scholarship Presentation**

Refer to board doc #12. ALA sent two presenters to speak to us supporting the ALA Spectrum Scholarship. They shared that this endowment will fund recruitment with diversity as a key component. They originally spoke with external supporters. The comments they received from those presentations was that they would like to see ALA membership and divisions participate. The formula that they propose is 50% support from external and 50% support from internal.

They are speaking to all divisions and affiliates. No specific dollar amount is expected and any amount is greatly appreciated. Funds help library students pursue higher degrees. In the works are different ways to give. ALA will have a website that recognizes donors.

- **Nominating Committee report**

Peggy Danhof shared the nominations for ALTAFF: Robin Hoklotubbe and Donna McDonald for President-Elect, Shirley Bruursema and Susan J. Schmidt for Division Councilor. Ballots will be available in March and election results will be announced in May.

- **Public Comments**

Joan Reeves, co-chair of Legislation, Advocacy and Intellectual Freedom Committee shared that the committee met the day before. They feel strongly that Intellectual Freedom needs to be separate. Legislation and Advocacy does indeed go together. Joan is asking that the Board consider splitting the committee. Rose Mosley responded to Joan that in 2009, appointments were made to address this with three distinct chairs. The goal was for each chair to address each component.

Gail Griffin commented that to help out this situation, we might consider dividing into separate groups then come back for a full committee report. Rose responded with that they are welcome to work that all out yourself and added she will be asking for board chair commitments. Joan responded that there was not enough time at conference to meet. Rose said that the committee should make an effort to communicate through the year. Again, Rose pleaded that committees need to make more of an effort to connect and communicate throughout the year and not wait until conference. Sally Reed added that she can assist communications by setting up conference calls.

- **New Business**

No new business

- **Meeting adjourned at 9:15 am**

### **ALTAFF Executive Committee II meeting Monday, January 18, 2010**

- **Call to Order**

President Rose Mosley called the meeting to order at 9:35 am

**Board members present:** Rose Mosley, Peggy Danhof, Peggy Barber, Shirley Bruursema, Rod Gauvin, Robin Hoklotubbe and Sally Reed, ALTAFF Executive Director

- **Unfinished Business**

Gail Griffin shared more details on the Trustee awards.

Rod Gauvin commented that he has noticed that all divisions are moving forward with sponsorships/fundraising/donations and are at times replicating their appeals to corporations. He shared that the scholarship program headed by Peter Pearson is tabled for now. He offered to spearhead more extensive fundraising efforts on behalf of ALTAFF and added that Peter Pearson would join him. He said they have discussed a \$1 million campaign to be used for ALTAFF goals and mission. He thought it might be a good step to go back and contact previous ALTA and FOLUSA Presidents and board members. Peggy Barber shared that FOLUSA had good relationships with vendors/corporations. Shirley Bruursema asked if the ALTA endowments could be rolled into this fundraising campaign?

Sally Reed recommended that ALTAFF donate \$500.00 and a one year membership to ALTAFF to the Spectrum Scholarship. She shared that she is contributing \$100.00 herself as is Peggy Barber and Peggy Danhof. It was decided that rather than spend ALTAFF money on Spectrum, we encourage individual giving by ALTAFF board members and offer a year's free membership to Spectrum graduates. A vote was taken and the motion passed.

- **Meeting adjournment at 10:05am**

Respectfully submitted,  
Robin Hoklotubbe, ALTAFF Secretary  
June 4, 2010