



UNITED Division Councilor, Jeffrey Smith left the board for personal reasons, and the group discussed his replacement. They also discussed the merits of inviting David Page, Managing Editor of ABC CLIO to the board as Trustee at Large. A slate was recommended from a representative of the nominating committee.

DKd/KEW d} %š šZu ( )š]šZ hE/d } OE W  
ZOE]•š]v >]v , P U ]À]•}}v }μv ]o}OE  
À] W P U dOEμ•š š > OEP  
D}À Ç ^μ• v ^ Zu] €V&OE }v^š] o}ÁX D }š ]]u }μ••Ç X μ  
iWii WD /^ h^^/K^E KE& K/šE />KZ Z WKZd

D } š ] } v W d } % % } ] v \$ W μ } o CE Đ Á ] μ CE š > CE P X

D } Å Ç } CE Z } Ç o Ç V ^ ^ ] % } v Ç X D } š ] } v % } μ • • Ç X μ v v ]

ï W ï W D y h d / s / Z d K Z [ ^ Z W K Z d

The group resumed the official meeting agenda and Sally was asked to elaborate on her reports as provided to the board on the agenda. She addressed the following items in her remarks, which spurred lively discussion from the board.

1. Sally thanked Skip Dye for hosting a luncheon for 137. The goal of the luncheon was to attain and attract new members. Non united members were invited. During the program Sally pitched UNITED! This was an effort for more to know who we are, and what we do. The email list will be provided to Sally. Sally also thanked Skip for the donation of Onesie's for Books for Babies.
2. The financials were briefly reviewed; Christine Lind Hage asked if the Budget/Financial committee met. Sally reported that the committee did not meet.
3. Sally discussed the Trustee Academy and the staff's goal to get it "badged" by ALA.
4. Branding Task Force (and membership discussion) – Sally presented the results from a focus group that was conducted at PLA. We were reminded that all the name changes hurt us. It was recommended UNITED use our tagline more in our materials (ALTAFF) and our printed materials. Sally asked the board to discuss how we can elevate our organization more.

Steve Laird referred to Ed McBride's notes, bullet 3, aging of volunteers

Beth Nawalinski suggested we do a quick fact sheet for each group

Steve Laird suggested we get back with focus group folks our base is challenging new young librarians

Ed McBride mentioned a program that addresses "how we engage with this younger generation?"

Kathleen McEvoy observed angst about young persons regarding disconnect between older supporters and newer staff

Ed McBride suggested programs that include bar night at library, response from Utah was, "We could never do that."

Peggy Barber said our library family talks to itself, and there is good sharing, lots of communication, but we are not representing people in the rest of the world. Listen to the rest of the world.

Deborah Doyle remarked that over 50% of friends do not know the budget of their local library. Friends and foundations are not mentioned and observes a 2 way disconnect.

Sally Reed is getting to library directors to use with their friends and foundations, and the shifted focus will net us more opportunities to bring more members that are librarians.



Deborah Doyle said that in California, we are expending this larger piece, revamping; she expressed interest in getting involved with a task force.

5.