

**Association of Library Trustees, Advocates, Friends and Foundations
Midwinter Meeting of the Board of Directors**

Dallas, Texas
January 22, 2012

MINUTES

Board members present: Kathryn Suarez, Gail Griffin, Susan Schmidt, Gretchen Herman, Steve Laird, Rod Gauvin, Virginia Stanley, Peter Pearson, Marsha Bennett, Robin Hoklotubbe, Helen Wilbur, Ed McBride, Dora U. Sims, Gwendolyn B. Guster Welch, Rod Wagner, and Donna McDonald.

Staff: Sally G. Reed, Beth Nawalinski.

Visitors: Kathy Spindel, Gayle Graske, Deborah Doyle, Cherine Janzen, Scott P. Muir, Peggy Danhof, Cindy Friedemann, Charles D. Hanson, Don Roalkvam, Jane Rowland, Rose E. Mosley, Shirley A. Bruursema, Joan Ress Reeves, Ruth Newell

Welcome – President Donna McDonald called the meeting to order at 9:05 a.m. and welcomed all present.

Pat Hogan (ALA Executive Board Liaison) remarks – Pat Hogan referred to the White House petition regarding school libraries inclusion in the federal Elementary and Secondary Education Act (ESEA) re authorization and urged all to sign. Hogan said that 25,000 signatures are needed to get the petition to the President's desk. Hogan commented on the ALA working group that is addressing digital content issues and noted a new *American Libraries* blog and *Transforming Libraries* website. Hogan mentioned the second ALA virtual meeting scheduled for June 5. She also noted that ALA acquired Neal Schuman publishing. Donna McDonald thanked Pat Hogan for the ALA executive board update and also urged those present to sign the White House petition.

Donna McDonald welcomed and introduced new board members: Gretchen Herman, Steve Laird, Virginia Stanley (returning), Marsha Bennett, Dora Sims, and Gwendolyn Guster Welch.

Minutes (June 26, 2011) – It was noted that the minutes did not include the names of visitors present including visitors from Birmingham, Alabama.-Sally Reed commented that the sign in sheet was not found.

It was MOVED by Gail Griffin and SECONDED by Peter Pearson to approve the June 26, 2011, board meeting minutes. Motion APPROVED with notation that the meeting visitor list was missing and not reported.

Director's Report – Sally Reed distributed committee interest sheets for appointments to be made by Gail Griffin.

Sally reported good news – the budget is on track. She said the best news comes from the suggestion that library trustees that are members of ALA but not ALTAFF be given complimentary memberships

Board Gift Solicitation— Peter Pearson reminded that fund raising is a way of life for organizations – a necessity for what we do. He said that 75% of philanthropic giving is through individuals. Peter said that it is vital that board members make a personal contribution. He said that it is critically important that 100% of our board give to ALTAFF before we go out to the rest of the world to seek contributions.

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divisions represented. Rod said the good news is that discussions are now being held and there is work underway to arrange meetings with major trade publishers to explore these issues.

Awards – Rose Mosley (chair) commented that the committee will meet this evening.

Public Library Association Conference – Gail Griffin reported that the PLA conference will be held in Philadelphia, March 13-17. Gail said that ALTAFF submitted three topics. One was selected. The topic is "*With Friends Like These . . .*" The session will be on Friday, March 16.

Public Service Award – Sally Reed said that U.S. Rep. Rush Holt (D NJ 12) has been a "huge" champion for libraries in New Jersey and also for libraries at the federal level. Emily Sheketoff, ALA Washington Office Director, suggested that Rep. Holt receive the 2012 Public Service Award (to be presented on National Library Legislative Day). Reed said that Rep. Holt introduced legislation to include libraries in workforce development funding that goes to states and locales. If there are block grants that go to states for workforce development libraries would get a part of that funding.

It was MOVED by Robin Hoklotubbe and SECONDED by Gail Griffin to present the 2012 ALTAFF Public Service Award to Rep. Rush Holt (D NJ). Motion APPROVED.

Joint Membership Proposal with State Chapters – Donna McDonald asked Sally Reed to report on a joint membership proposal with state chapters. Sally said the ALA Chapter Relations Committee would like to include trustees and friends in a two year introductory special offer that if they join their state chapter for \$100 they automatically get ALA membership and ALTAFF membership. on

and more recognizable name is desirable. ALTAFF, as an acronym, is based on a long and complicated name. Another concern was

It was MOVED by Marsha Bennett and seconded by Gwendolyn Guster Welch to create an advisory board to be organized by the executive committee. Motion APPROVED.

Planning Session for 2012 Goals and Accomplishments – Sally Reed said that when ALTAFF does strategic planning the discussions are used by staff to develop strategies and tactics. They are then prioritized. When completed they are checked ~~in~~ @D 0