**PBCLA Board Meeting Minutes**

**Main Library**

**January 19, 2017 - 11:00 a.m.**

**Present**:

Clifton Barefoot (phone), Graham Brunk, Cheryl Fishman (phone), Dawn Frood, Chris Jankow, Michelle Keba (phone), David Scott, Josh Stone, Amanda Woolf

**Absent**:

Elizabeth Braunworth, Janet Naughton

**Call to Order**:

The meeting was called to order at 11:02 a.m. by the President, Josh Stone.

**Approval of Minutes:**

* **Motion: To approve the minutes from the December PBCLA Board Meeting (12/20/16) with corrected “call to order” and “adjournment” times of 10 a.m. and 10:47 a.m. respectively. Motion made by D. Scott and seconded by D. Frood. Unanimously approved.**

**Treasurer’s Report**:

* Treasurer reported that December opening balance was $6,325.29 and an ending balance of $6,168.85.
* PayPal account yet to be closed. Waiting on final transfer of monies out of the account. Once that is confirmed, PayPal will be closed. PayPal requires three reasons from a dropdown menu as to why account is being closed. Treasurer will select the most appropriate reasons including an “other” option to describe our bad experience when out PayPal credit card was compromised.
* Stripe has been up and running since November and working well. Membership and renewal monies are deposited directly into the Stripe account. Treasurer indicated that she is not able to determine which one’s which when reviewing deposited monies. Will review Stripe account directly to make a determination. Membership Chair and/or Webmaster can also forward details of what membership type has been paid for.
* A Professional Development Award (PDA) was awarded to Amanda Kiernan from the Society of the Four Arts in the amount of $250 towards her MLIS.
* Discussion about how better to promote/market the PDAs including having recipients offer written, in-person or video testimonials for Quarterly meetings, newsletter or website about their positive experiences and benefits of their PDA. Setting up a PBCLA YouTube channel was suggested.
* M. Keba recommended that, if not already noted up front, applicants for PDAs should be informed that some testimonial, report or presentation will be required within six months of receiving the award. J. Stone said that he would look into it.

**President’s Report**:

* **Listserv/Email Newsletter Update**:
* Access to the PBCLA Listserv was lost when we switched to Gmail email. Appears that monthly confirmation email sent out by the Florida Dept of State/Library Division to confirm if a listserv is still active went unanswered because it was sent to now defunct email addresses.
* Posting to the listserv is still doable.
* Adding, deleting or making changes to listserv recipients can no longer be made.
* All attempts to contact someone at the State level who oversees the listserv program have been unsuccessful so far. D. Frood offered to continue investigating.
* J. Stone is fine with letting the listserv die and move forward with other options.
* G. Brunk noted that the listserv had archival value because it had all listserv notifications, etc. dating back to 2002.
* Discussed moving to MailChimp as a new method of contacting Association members. Problems were noted with PBCLS accounts sending MailChimp messages directly to the spam folder. If the Association were to use MailChimp, members would have to be instructed to manually set their work email to accept messages from MailChimp. J. Stone indicated that he is reluctant to go this route.
* J. Stone suggested going a simpler route by creating an email distribution list for members through Gmail. List would be accessible by Webmaster, President and/or Membership Chair to add/delete. Recipient’s names/addresses would be masked by using the BCC field. Anyone could then reply to all to send out notices/announcements/etc. It was determined that a maximum number of 500 recipients on a Gmail distribution list would amply suit our purposes. G. Brunk will do a trial run using Board member email addresses.
* It was suggested by D. Frood and/or C. Jankow of breaking up distribution lists into four parts, i.e. quarterly-type lists, based on membership registration/renewal dates to help facilitate sending out renewal notices, etc.
* **Partnerships**:
* J. Stone would like Association to be open to partnering with other agencies because it is part of our mission. PBCLA could try to be the liaison and/or go-to agency for area libraries, i.e. Tech Petting Zoo. C. Jankow was at a recent meeting with other area libraries/directors when PBCLA was mentioned in this type of capacity. In this vein, D. Frood suggested that PBCLA could open up our meetings or our Annual Meeting to everyone with greater publicity/marketing.
* President reported that he has been in conversation with Broward County Library Association. He also reported that he spoke with the new Executive Director of the Florida Library Association (FLA), Martina Brawer, to explore other options for local library associations including the possibility of becoming a Chapter of FLA.
* **Winter Quarterly Meeting Volunteers/Head Count**:
* At last count, according to C. Barefoot, fifteen (15) people had signed up for the meeting. J. Stone encouraged Board members to invite other staff to attend.
* Eight (8) Board members indicated that they will be able to attend.
* C. Barefoot listed the refreshments that he will be purchasing for the meeting.
* C. Barefoot stated that he will be at Palm Springs Library by 8:30 a.m. to set-up.
* Palm Springs Library will have their Children’s Librarian speak on behalf of the Library as way of an introduction by the host location.
* D. Scott will take care of the guest speaker gift made up of a PBCLA cookbook and other swag.

**COMMITTEE REPORTS:**

**Advocacy & Outreach Committee:**

* n.a.

**Bylaws Committee:**

* n.a.

**Fundraising Committee**:

* Discussion about continuing the raffle baskets at each Quarterly Meeting. Materials for the baskets are not being donated by Board/Committee members which causes unreimbursed expenses for the organizer.
* Suggestion made by D. Frood about simplifying it and having 50/50 raffles instead of a thematic basket at each meeting. D. Frood described the 50/50 raffle as a simple fundraiser by selling raffle tickets ($1/ticket) with the proceeds being split evenly between the winner and the organization. Tickets can be sold at the sign-in table or during the meet-and-greet time.
* A. Wolfe mentioned another fundraising venue at BurgerFi called Spirit Night. A certain amount of proceeds from sales go to the organization. Comparable to a “dine-out”.

**Marketing & Communications Committee**:

* Committee has yet to meet after rescheduling several times.
* Producing a newsletter is still on the agenda. Alternatives to the MailChimp newsletter may need to be considered.

**Membership Committee**:

* C. Jankow reported that current membership stands at 76 which includes three (3) new members/renewals.
* He also reported that an email was sent to the Directors of each Cooperative Library to encourage/promote membership.

**Nominating Committee**:

* n.a.

**Professional Development Awards Committee:**

* See news in Treasurer’s Report.

**Programming Committee**:

* C. Barefoot reported on progress of the Spring Quarterly Meeting scheduled for April at Compass, Inc., the LGBT Center in Lake Worth. The intention is to have a panel discussion on “serving the LGBT community” with representatives from Compass, Human Rights Council and the ALA’s GLBT Round Table.
* Talk & Tastes are also being coordinated for February and March. Blue Front Bar and Grill on Dixie Hwy in Lake Worth was suggested as a good location for February.
* Discussion surrounded the format/location/etc. for the Annual Meeting. Initially it was proposed to have a panel of librarians from different fields and environments. Suggestions were made to move more toward having representatives from various service agencies, i.e. Goodwill Industries, Agency for Persons with Disabilities, etc. This direction would match up with the “service’ theme established at our other Quarterly Meetings.

**Technology/Webmaster**:

* n.a.

**Other Business**:

* n.a.

**Meeting adjourned at 12:08 p.m.**

Respectfully submitted,

David Scott

PBCLA “Guest” Secretary