

NEW MEXICO LIBRARY ASSOCIATION

Executive Board Meeting
NMML, Toles Learning Center
Roswell, New Mexico
June 15, 1990

The meeting was called to order by President Chuck Baldonado at 1:05 p.m.

Members Present:

Alison Almquist	Peggy Medina Giltrow	Carol Myers
Chuck Baldonado	Drew Harrington	Sylvia Ortiz
Thaddeus Bejnar	Dinah Lea Jentgen	Jeanette Smith
Ruth Bernstein	Carol King	Peggy Tooker
Daryl Black	Betty Long	Gloria Trujillo
Sever Bordianu	George Marr	Karen Watkins
Kathy Flanary	Bernice Martinez	Cheryl Wilson

ANNOUNCEMENTS

1. Chuck Baldonado announced the resignation of Deborah McBeth as chair of the Library Development Committee, and the appointment of Marilyn Reeves from Espanola Public Library to that position. Because of the change of leadership, there will be no report from the committee this meeting.
2. We received a letter from ALA asking for a representative to work with them on plans for National Library Week.
3. At the request of Cindy Wolf, Public Relations Committee Chair, Chuck Baldonado was interviewed on television by Chris Schuler. Most of the interview dealt with library automation.

INTRODUCTIONS

Kathy Flanary introduced Bruce McLaren and Jerry Klopfer from Toles Learning Center. Bruce McLaren gave a welcome and brief history and anecdotes of the J. Penrod Toles Learning Center. The Institute's Academic Dean, Dr. Joseph Tusso, was also introduced and welcomed the board to the facility.

MINUTES

The minutes of the April 21, 1990 meeting were presented. The spelling of Cherrill Whitlow's name was corrected. The minutes were approved as corrected.

TREASURER'S REPORT

After the end of the fourth quarter in June, Carol Myers will mail her financial report to all board members. She reported that the conference made a profit of \$5,796 to date, with no large outstanding bills that she knows of. She requested permission to purchase a \$15,000 short-term CD. George Marr moved that Carol Myers be authorized to invest \$15,000 in a six-month CD. Daryl Black seconded, and the motion passed.

After discussion, the board agreed that Carol may determine the anniversary date for dues paid during the "gray areas" this year affected by the grandfather clause regarding anniversary dates for membership. She will cross-index members by name to find their records, rather than relying solely on membership dates.

George Marr moved that we accept the treasurer's recommendation to accept the money coming in following the conference, assuming it is meant for FY 1990-91. The motion was seconded by Drew Harrington and passed by vote of the board.

DISCUSSION ITEMS

Budget Approval - The Treasurer, 1st Vice President, and President met on June 8 to prepare the preliminary budget for 1990-91. Amounts were generated using the work programs and last few quarterly statements as guides. The proposed budget was distributed and discussions ensued.

1. Questions arose over money allotted for mini-conference expenses. The budget did not reflect true expenses for many divisions and round tables. Board members agreed to raising the fees, eliminating the lunch, and absorbing whatever small deficit the mini-conference might generate. The 2nd Vice President should work with the Library Development Committee at the Conference to set the Fall mini-conference program. Non-member fees should be raised to encourage attendees to join the Association and reward members for their participation.
2. The Local and Regional History Roundtable wants to sell their bibliographies this year. Cheryl Wilson suggested getting the book accepted on the textbook adoption list for public schools as a way to sell more copies. The Roundtable members are still looking for the copies of the bibliography.
3. The board suggested re-evaluating the budget in January to consider sending a second person to the Legislative Day in Washington, DC. Attendance by a second person would be desirable if NMLA can afford to send one.
4. Cindy Wolf's report was read during a discussion of poster sales. Approximately 3800 posters are still available. The Board recommended that Cindy work through a distributor to distribute the posters to galleries statewide rather than handling the task herself. George Marr recommended that the Executive Committee review with the Public Relations committee their detailed plans, and empower the executive committee to poll voting members of the Board to approve the plans. Peggy Medina Giltrow seconded the motion. The motion passed.
5. Informally, a suggestion was made to change the labels on the first page of the budget to clarify the relationship of the balance forward to the "expenses" column. Daryl moved that the Board accept the proposed budget as amended in the meeting with recommendation to obtain additional details from the Public Relations Committee before releasing their allotment. Peggy Tooker seconded, and the motion was approved.

1990 Mini Conference - Drew Harrington amended her original conference plans to reflect a change in fees discussed during the budget portion of the meeting. Sylvia Ortiz moved and Daryl Black seconded a motion to accept the program, after an amendment by Carol Myers, seconded by Thaddeus Bejnar, to change the non-member fees to \$25 was passed.

OFFICER & NEWSLETTER EDITOR REPORTS

ALA Councilor - no report.

1991 Conference Chair - Daryl Black introduced the co-chairs, Betty Long and Kathy Flanary. The theme she suggested is "Making Connections: Libraries and the Total Community". Carol Myers moved, and George Marr seconded, that the theme be accepted. The motion carried. Pre- and post-conference and general conference planning forms will be mailed by July 15, 1990. Chuck Baldonado moved, and

George Marr seconded, that the board accept the exhibitor fee schedule proposed by the conference committee. The motion passed. Dinah Jentgen moved and Carol Myers seconded a motion to increase the difference between member and non-member fees to \$15 across the board, in line with action taken during discussions about the budget and mini-conference. That motion passed. Drew Harrington moved and Carol Myers seconded that the board accept the registration fees as amended. Their motion passed.

George Marr suggested that a mini-directory of exhibitor's cards be published. For an additional fee, cards of non-attending vendors would be included as "Supporters of NMLA".

Peggy Tooker requested that Silent Auction proceeds be funneled into the Marion Dorroh Scholarship fund to help increase the amount of money 411 granted. Daryl Black suggested establishing a foundation to manage the money. She and Chuck Baldonado will draw up procedures for handling the auction and resultant money. Sylvia Ortiz suggested that Local Arrangements should continue to handle the auction to continue providing quality items. As it is currently an unofficial part of the conference, the duties of Silent Auction arrangement need to be added to the Local Arrangements Handbook as a function of the Local Arrangements Committee. Notice also should be published in the Newsletter soliciting donations statewide for the auction.

State Librarian - Karen Watkins reported on the results of the State Library's management study and resulting changes in focus for the organization. A bond election in November will ask approval of \$600,000 to purchase land for a new State Library. A public information campaign will begin this summer, and local libraries are asked to help as needed. The list of tentative requests for the 1991 Legislative Session include a \$150,000 supplement to operate the bookmobile program, \$65,000 to hire staff for the Talking Book Library, \$10 million to design and construct a new State Library, \$250,000 in state aid to public libraries, and a yet-to-be-determined amount to develop model library programs in selected schools to support New Mexico History. \$39,500 has been earmarked for a New Mexico pre-white House Conference to occur prior to March 1991. Access Innovations will administer the conference. A request for proposals for the statewide union list of serials will be issued this summer. The list will initially include 20 libraries.

The State Library expects to provide CD-ROM equipment to state libraries to run the completed list.

Newsletter Editor - Carol Joiner's report was read to the board. Attached was a recommendation from the Ad Hoc Committee on Newsletter Advertising, appointed in April 1990. Carol Joiner's recommendation was not to solicit advertisement as it is too time consuming. Also, advertising should be secondary to content in the newsletter. During discussion George Marr suggested that one page of business-card-sized ads at \$50 each would generate \$1000 per newsletter. Chuck Baldonado recommended that we evaluate Carol Joiner's recommendation this year, and reminded the board that Deborah Eagan volunteered to work with Carol on the advertising. Daryl Black suggested that a copy of the advertising rate sheet be sent to each exhibitor enclosed in the conference solicitation letter.

DIVISION REPORTS

College, University, and Special Libraries - Donna Cromer's report was read. A master mailing list is being gathered from library-related organizations around the state.

Public Libraries - No report.

School Libraries, Children, and Young Adult Services - Kay Threlkeld reported that three division members were appointed the Land of Enchantment Book Committee. Judy Crocker of Los Alamos will edit "Libros en Resena, Books on Review from New Mexico". Randy Gaylor will head a committee to

investigate alternative funding formulas for school library media centers. A workshop on computer-assisted searching in school libraries and classrooms will be held October 12 at Western New Mexico University.

ROUND TABLE REPORTS

Documents - Jeannette Smith gave the report. The round table wishes to hold a pre-conference workshop and charge a fee. Daryl Black moved that the fee be set at \$15 for NMLA members and \$25 for non-members for the pre-conference workshop. Sylvia Ortiz seconded the motion, which passed. A fall workshop is also planned.

Education Technology - No report.

Library Instruction - Sylvia Ortiz reported on plans for a workshop at the fall mini-conference on instructional design and its implications for video. The round table has been collecting articles on critical thinking and bibliographic instruction for sharing with interested librarians and teachers. The notebook will be ready for circulation in the fall.

Local and Regional History - Ruth Bernstein reported that a speaker, John Kessell of the DeVargas project, has been tentatively arranged for the spring conference. They may have a source for the sale of their bibliographies.

LUISA - Bernice Martinez presented the name of the new vice-chair, Rita Sue Serna from Hatch. Bernice moved to charge fees for their workshop of \$12 for NMLA members and \$18 for non-members. Daryl Black seconded the motion, which passed. The workshop, planned for October 6, 1990, is titled "Hablando Espanol en la Biblioteca".

Native American - No report.

Online - Peggy Medina Giltrow reported on plans for a workshop in September and a two-day workshop in October. Peggy moved that fees for Friday, October 12 be set at \$10 for NMLA members and \$15 for non-members, and fees for Saturday, October 13 be held at \$10 for all participants since the workshop is sponsored by WNMU and not NMLA. Kay Threlkeld seconded the motion. It passed. An interest survey is planned for the future.

Trustees and Friends - George Marr reported that interest is still being shown in the Conference presentation by Ken Roberts on establishing foundations to support libraries. He and Carol King are reviewing additional areas of fund-raising including private donations.

COMMITTEE REPORTS

Archives - No report.

Awards - No report.

Bylaws & Procedures - Cheryl Wilson handed out changes to handbooks to individuals affected. She reminded members to work with her committee in making changes to the bylaws.

Conference Site - No report.

Education - No report.

Legislation & Intellectual Freedom - Thaddeus Bejnar recommended that board members read his group's report to be published in the next newsletter. They continue to investigate endorsing political candidates.

Library Development - The chair, Deborah McBeth resigned. The committee has no report.

Local Arrangements - Kathy Flanary reported for the committee. They met this morning with Daryl Black, conference chair, and set the calendar. The Chamber of Commerce has been working actively with the committee. A list of committee assignments was included with the report.

Membership - Alison Almquist distributed printouts furnished from the Lindsey Company showing membership affiliations. She requested from Daryl Black some information on the upcoming conference to include in her targeted mailings. Other workshop and mini-conference chairs requested membership printouts for their registration mailings. Chuck Baldonado received a request from the Public Libraries Association of ALA for our mailing list. After discussion, the board requested that Chuck hold off on replying until our policy can be studied.

Nominations & Elections - Gloria Trujillo announced the members of the committee: Nancy Fischer, Beverly Moreno, and herself.

Public Relations - Cindy Wolf's report was read by Chuck Baldonado. One poster and order form will be distributed to all public and school libraries. She reported plans to test market the posters this summer.

Publications - Sever Bordeianu reported that he had worked with the Newsletter chair, Carol Joiner, to develop an advertising policy as discussed earlier.

SPECIAL COMMITTEES

Non-member Databases - Cheryl Wilson reported that an updated list is ready to forward to the Lindsay Company. All communications relating to the data base will be between them and the membership committee chair. She recommended that one person be appointed to the membership with responsibility for keeping the data base current. Joe Sabatini is currently filling that position. The committee has completed its charge.

Columbus Quincentennial - No report.

OLD BUSINESS

There was no old business.

NEW BUSINESS

1. Chuck Baldonado brought up for discussion problems in developing this year's budget. Discussion ensued, and the board agreed that a budget-building meeting could be held on the Saturday afternoon after the conference and joint board meeting. Attending would be both old and new officers to provide the transition of experience necessary for building a practical budget.

2. Discussion developed about a suggestion to give an honorarium to Joe Sabatini for his work in developing the non-member data base. The board agreed to form a special committee for honoraria for members who produce projects requiring super effort. They will also consider the question of

speakers/presenters at conferences or workshops who are NMLA members and must pay their own registration fees to attend the event they are working at. Potential committee members for this special committee are Karen Watkins, KinTree Whitecloud, and Ellanie Sampson. The committee will present its recommendations at the September meeting.

The meeting adjourned at 5:50 p.m. by motion of Peggy Medina Giltrow and seconded by Daryl Black.