

NMLA Board Meeting
October 11, 2007
NM Highlands – Kennedy Lounge
9 AM – 1 PM

The meeting was called to order at 9:25 AM

AGENDA

I. Attendance

Members present at the meeting were: Joe Sabatini, Phyllis Reed, Louise Hoffmann, Betty Long, Alison Almquist, Cassandra Osterloh, Laurie Treat, Valerie Nye, Jennifer Brown, Stephanie Wilson, Charlie Kalogeros-Chattan, Joe Becker, Anne Lefkofsky, Paulita Aguilar, Caroline Beckner, Lynette Schurdevin (guest)

II. Minutes of last meeting were submitted electronically. The Secretary asked that all corrections be emailed to PhyllisReed@ruidoso-nm.gov
Motion was made and passed to accept the minutes from the June 15, 2007 Executive Board Meeting in Rio Rancho (posted electronically with corrections).

III. Report on items voted electronically since last meeting

- Motion was made and passed for the Board to approve the procedure manual pages for the Legislation Committee and for the Intellectual Freedom Committee as distributed.
- Motion was made and passed for the NMLA Executive Board to join other state library associations in endorsement of the ALA Resolution on National Security Letters.
- Motion was made and passed for the Public Relations committee to go forward with the LOGO contest under the guidelines that they proposed to the NMLA Board.

Guidelines for the Logo Contest were:

New Mexico Library Association Logo Contest Guidelines

Please read the following guidelines very carefully before you begin work on your logo design. Entries that do not follow these guidelines may be disqualified from the contest.

1. Contest entries must be submitted through a library that is in the state of New Mexico. (All types of libraries are participating: academic, school, public, tribal, special libraries, etc.)
2. The NMLA Logo Contest is open to all persons residing in New Mexico.
3. A limit of 3 designs per individual will be accepted as entries into the contest.

4. A \$1500 prize is being offered to the individual who submits the winning design. (In the event that the winning design was a collaborative effort among two or more individuals, the \$1500 will be awarded to the entire group.)
5. \$500 will also be awarded to the library to which the winning design was submitted.
6. All entries must be submitted by January 7, 2008 to:
(Individual libraries must fill their contact information in this space.
Should include: Library's name, Library's Contact Person, Library's Address)
7. Logos must be submitted on CD.
8. No hand-drawn entries will be accepted.
9. Send logo in an original (unflattened) editable graphic format. Vector file preferred (however a .tif file may be submitted and must be at least 600 dpi)
The name of the file must be easily identifiable, for example:
lastname.firstname.ai
10. Submit black and white version. A color version may be included as well, as a means of offering suggestions. (Colors will be selected by NMLA at a later date.)
11. Design must be adaptable to large and small displays (business cards, web pages, posters, brochures, etc.)
12. Design image must include the letters "NMLA."
13. Designs must convey (in a concise and simple manner) the spirit of the modern library here in New Mexico.
14. CDs will not be returned. All entries, including the winning entry, become the property of NMLA. By submitting an entry, you understand that if your entry should be the one selected by NMLA, NMLA may use, modify, register, and/or reproduce your logo design without limitation, and may do so without obtaining your permission or granting you any additional compensation.
15. Please include the following information labeled on your CD submission:
 - Your name
 - Your mailing address, telephone number, and email address
 - Names of any additional members of your design team, if applicable
 - The name of the library to which you are submitting your entry..
16. Include a completed "NMLA Logo Contest Entry Form" with your CD submission.
17. The NMLA Board reserves the right to select the winner. If the quality of submissions is not suitable for the official NMLA logo, the Board reserves the right to reopen the contest.

Instructions to Participating Libraries

1. All libraries in New Mexico are encouraged to participate in promoting the NMLA Logo Contest.
2. Following the contest guidelines set forth by the NMLA Board, libraries may promote the contest however they see fit.
3. A contact person needs to be selected by each individual library. This person will be responsible for taking in the contest submissions and passing those on to the NMLA Board.
4. ~~Logo designs which are not submitted on CD will not be accepted.~~
Please do not pass other formats onto the NMLA Board.
5. All designs should be submitted by January 18 to:
Lorie Christian, NMLA Administrator
PO Box 26074
Albuquerque, NM 87125
6. If a winner is chosen, that person will receive a \$1500 prize.
7. An additional \$500 prize will be awarded to the sponsoring library.

IV. Budget/Financial Report

Joe Becker, Treasurer, offered copies of the budget and announced that the status and the ledger are posted on the webpage for all executive board members. He went over those figures at the meeting.

Motion was made and passed to accept the financial report.

Electronic Report Submitted:

Since the previous board meeting was held prior to the end of fiscal year 2007, I was not able to report the final summary figures for last year at that time. The gross income for FY07 was \$152,912, and expenditures totaled \$144,000. The organization therefore realized net income of \$8,912 for FY07. The NMLA net income for the 2007 Joint Conference was \$22,532.

The ledger for the 1st Quarter, FY08 showed income of \$11,705 and expenditures of \$12,697. The balance in the operating fund was \$53,686. We have kept the Joint Conference checking account open, primarily in order to facilitate PayPal transactions, but we will merge the two checking accounts at some point.

The CD account at Bank of America, the Marian Dorroh fund, matured in July and, with the additional contribution of the Anne Lefkofsky gift of \$250, was renewed for another 8 month term at 5%. The current amount in that account is \$28,102. The reserve fund account at Merrill Lynch is in 2 CD's, one for \$5000 and one for \$10,000. These are now on 12-month terms, to mature at 6-month intervals. The \$5000 CD matured in August and was repurchased at 5%. The total fund amount currently is \$15,772.

Lorie and I are now processing paperwork from Merrill Lynch to establish a money market account to hold part of the operating fund balance. We plan to move \$25,000 into that account, to earn about 4%.

V. Committee Reports

a. Legislative

Joe Sabitini reported that since posting the electronic report there has been some activity on the state wide library bond issue for 2008 election. The steering committee met a week ago and agreed on restructure of legislative language, and this has been submitted to Rep. Sandavol. The amount put in was 40 million dollars, and it was agreed to put in a proportion of money to go to library funding, so that it will be in the same proportion even if cut. Academic libraries are featured in the funding by giving them 45%, 30% public, and 25% to schools.

At the committee meeting there was a discussion of possibilities for Legislative Day. The logistics of how we have done Legislative Day were discussed. The academic librarians are having a NMCAL day at the same time. Parking is an issue and we now have permission to park at Santa Fe Public Library.

We are working on increasing public library state aid, public school acquisitions, and the academic libraries are trying to get back on their feet.

Louise Hoffman shared the NMCAL brochure with talking points for the bond and academic libraries. A discussion of how school libraries are sharing funding with all of the charter schools, which is spreading the public school money quite thin.

A long term solution to state funding is crucial.

Electronic Report Submitted: Committee members worked on Association legislative priorities.

2008 Bond Issue. The Bonds for Libraries 2008 Political Action Committee was established. It registered with the Secretary of State, got a bank account and a post office box, and started to create a website. Initial funding was provided by NMLA and by the Friends for the Albuquerque Library. A GO Bond Steering Committee was created to advise the PAC, with structured representation from school, public and academic librarians. The Steering Committee met on July 27th, and again on October 5th to discuss amounts, language and fund distribution requests to the Legislature.

Presentations were made to meetings of the New Mexico Consortium of Academic Libraries, the School Librarians Fall Workshop and the New Mexico Municipal League Librarian's Section. The Municipal League Board did pass a resolution endorsing the bond issue.

Newsletter. An article was published about the political action committee in the July-August issue of the NMLA Newsletter.

Legislative Advocate. Larry Horan was hired to be the N.M.L.A. Legislative Advocate.

Mini-Conference Presentation: Committee members will participate in a panel on preparing for the 2008 Bond Issue.

NMLA Library Legislative Day. Thursday, January 24th was selected as the day to hold Legislative Day. The Committee has a reservation to have a table in the capital rotunda.

b. Intellectual Freedom

Charlie Kalogeros-Chattan reported that as we move ahead with the tool kit the NMLA Administrator will be working with the committee.

Electronic Report Submitted: Activities for the quarter for this committee included:

- Inaugural IF Committee Meeting on July 11 at Socorro Public Library, including identification and selection of activities to be pursued for the 2007-2008 year
- Encouragement of NMLA Executive Board to consider joining other state library associations in endorsement of the ALA Resolution on National Security Letters
- First steps towards development of Intellectual Freedom Toolkit—examining others' toolkits for arrangement and content
- Program development and submission for Mini-conference @ Las Vegas (10/07): Advocacy—how to be heard, how to present controversial information
- Program development for Annual Conference @ Las Cruces (4/08):
 - One-hour session to present IF Tool Kit
 - Half-day pre-conference workshop—patron privacy, USA Patriot Act & policies—knowing what your rights and your patrons' rights are
- Goals/ideas deferred until 2008-2009:
 - Regional Workshops in conjunction with NMSL (2008-2009)— Basic IF information: state laws, ALA principles, etc.
 - Electronic Community (which will naturally flow from the Tool Kit and attendees at the programs and workshops)
 - NMLA Statement(s) endorsing Intellectual Freedom principles
 - Future Programs: Carol Brey speaking on her Patriot Act experience; ACLU Speaker who was the key note in Las Cruces a few years ago; reps from ALA/OIF; performance by the Dixie Chicks, etc.

c. Education

The president appointed a new co-chair, Kathy Albret, while chair, Kay , is out of the county.

d. Site

A discussion of the conference site was started by President Hoffman: We are still looking at the site for the 2009 conference because of the commitment on signing the contract to bring in revenue of \$50,000 in food with the rooms being discounted to \$154 per night. We are investigating the Hotel Albuquerque, but it could require a Monday-Tuesday conference. We should also look at booking 3 years with the same place to save the labor intensive effort of booking yearly. A discussion of the pros and cons of booking 3 years, as opposed to 1 year, took place. The work involved for the members-at-large, and others in charge of the conference, was discussed.

e. Membership

Membership in NMLA is 613 as of October, 2007. Only 280 are on the NMLA listserv. Follow-up will be done as to website hits.

The committee would like to do a mailing with the logo contest concerning membership. Some have asked for a printed membership list and the pros and cons were discussed. The NMLA Administrator suggested a survey asking if members want a printed list. It was also suggested that the format on the website be made more easily printable.

f. Public Relations

A request was made for the Public Relations Committee to get the word out for the calls for programs. There was a question as to whether the Program Committee, or the Public Relations Committee, is responsible for this.

Electronic Report Submitted: The PR Committee created guidelines and graphic design specs for the NMLA Logo Contest. These were approved by the Board on September 26 and information will go out to all NM libraries and to the public through various channels throughout the state over the next couple of months.

The contest deadline for the public: Jan. 7, 2007

The deadline for libraries to submit their patrons' entries to Lorie Christian: Jan.18, 2007

Prize for winning design: \$1500

Prize for library submitting winning design: \$500

g. Awards

Electronic Report Submitted: The committee has received a nomination already for Honorary Life Membership. Lorie helped us place a call for nominations in the September/October "NMLA Bulletin", and we hope to receive more nominations by the deadline of December 7.

h. Bylaws

The updated pages have been distributed by email.

Electronic Report Submitted: Grey Book additions and table of contents are available on the website.

i. Archivist

Electronic Report Submitted: Archives has had no activity for this past quarter.

j. ASL

The next conference is in Reno, Nevada.

Electronic Report Submitted: The ASL-SIG sponsored a booth at the New Mexico Coalition of School Administrators on July 19 & 20, 2007. School administrators were given handouts on the value of quality school libraries.

We are also supporting and administering the Nancy Ebeling Memorial Land of Enchantment Book Project. Contributions from the community will buy winners of the Land of Enchantment books for the New Mexico universities which offer children's literature classes toward undergraduate and/or graduate student education degrees and/or teacher licensure.

The ASL-SIG held their 5th annual Fall Workshop in Socorro, New Mexico on Saturday, September 8, 2007. Programs were given by school librarians on collaboration and assessment, graphic novels, and the teacher/librarian dossier. Attendees were from Las Cruces, Albuquerque, Los Alamos, Aztec, Silver City, totaling 41 in attendance.

The ASL-SIG is sponsoring three programs at the NMLA mini conference, October 11 & 12, 2007.

Battle of the Books Electronic Report Submitted: Local school librarians met and got names to put down for various committees. We are still looking for someone to chair the Elementary Battle Questions. Margo Lamb has volunteered to chair the elementary Book Selection. We of course have the date and place already booked (Ocate High School, April 19, 2008) will have more information in a couple of weeks. Information available from the Battle of the Books Web site and blog links on the NMLA Web page.

k. NM Library Foundation

Caroline Beckner showed the painting donated by Jerry Brown and reminded us that the NM Library Foundation will be hosting a reception Thursday evening from 4:30-6:00. She also asked everyone to consider the openings for NM Library Association Trustees.

Electronic Report Submitted: New Mexico Library Foundation Annual Report
Submitted to New Mexico Library Association
Board Meeting – Mini-Conference, Las Vegas, New Mexico
October 11, 2007

The trustees of the New Mexico Library will miss former State Librarian Richard Akeroyd who has recently retired. Now, we welcome Dr. Susan Oberlander, State Librarian, and we look forward working with her to assist in enhancing the Foundation's mission to support identified needs of New Mexico libraries.

The following is an outline of New Mexico Library Foundation's continuing work to raise funds in order to provide direct grants to libraries in New Mexico during 2007.

- Grants of \$1000 were awarded to the following libraries:
New Mexico State Library's for their El Dia de los Ninos celebration
Embudo Valley Library for their summer reading program

Requests for NMLF Libri applications have been requested from:

Santo Domingo Pueblo Library

Talpa Community Center Library

Valley Public Library in Anthony

Irene S. Sweetkind Public Library in Cochiti

Recently Bayard Public Library was notified that they have received A NMLF/Libri grant of \$1050.

- The Foundation is proud to be the sponsor of the Evening Reception which is being held at the NMLA Mini-Conference in Las Vegas October 11-12.
- The second Donor Event was held at the Alan Houser Sculpture Garden in Santa Fe. More than 70 guests attended. Refreshments included wine, chili con queso, chips and dips, fresh fruit and brownies. They were served on a breezy patio looking out to the sculptures nestled among the pinons. Pianist Robert Lah performed at the keyboard. Authors Dr. Marc Simmons and David Caffey joined the celebration and autographed books. Co-authors Kathy Barco and Trustee Valerie Nye joined them. \$850 was earned through a silent auction. Contributors included The Bishops Lodge Ranch and Spa, The Santa Fe Opera, Santa Café, The Shed Restaurant of Santa Fe, and the Bell Group of Albuquerque. An Allan Houser lithograph was offered for sale. It was purchased by the Van Dongens.
- The exhibit One Book At A Time, based on the book by the same title, may be moved from the State Library to the new Southside Library in Santa Fe.
- The Foundation is working closely with Joe Sabatini, member of the Go Bond Steering Committee. Owen Ellard, Director of the New Mexico Tech Library is the Foundation Representative to the Go Bond effort. The

Foundation has committed to helping to disperse information about the importance of its success when it is needed.

- Trustees Barbara Lah, Brooke Sheldon and Caroline Beckner will present the second grant-writing workshop at the NMLA Mini-Conference in Las Vegas. The objective is to encourage grant applications.
- Short articles and advertisements continue to be submitted to the NMLA newsletter. It is felt that the recent ads have increased interest in Libri grants since we have had five recent applications.
- Former Trustee Barbara Van Dongen and Trustee Barbara Lah are publishing a fall issue of the NMLF newsletter which will highlight the organization's activities during 2007. It will be sent to all approximately 800 donors. It is felt the newsletter increases public awareness of the Foundation's important work in New Mexico and has led to increased donations from solicitation letters.
- A memorial to librarian Nancy Ebling was formalized this year. Under an arrangement between the Foundation and the ASL-SIG, contributions funding the memorial will be held by the Foundation until requests for distribution are received from them. The funds will be used to purchase collections of Land of Enchantment books, in honor Nancy Ebling, who had the idea for building a special collection of books about New Mexico. At this time, the Foundation holds \$900 in contributions.
- Serious consideration is being given to joining the New Mexico Community Foundation. Richard Akeroyd, former State Librarian, set up a fund for the State Library in the NMCF and has encouraged the Foundation to do so, as well. We are undertaking a careful study of the by-laws and a contract that we would sign. Benefits of joining could include possible additional donations and better interest rates on the monies on which we currently earn interest. Also, a planned giving program could be part of joining. We hope to make a decision soon.
- The by-laws of the Foundation have been amended increasing the number of trustees from nine to thirteen. This increase in the number of trustees was felt necessary because the amount of Foundation work continues to increase. At the present time, there are ten trustees serving on the board. If you know someone who is interested in becoming a trustee, please ask them to contact Caroline Beckner at www.beckner99@yahoo.com or any of the current trustees.
- A new website will be under construction soon, and we hope it will be in operation by the new year. It will include a new presentation with more information including our mission, guidelines for requesting grants, and

online forms for grant requests and the capability to submit request electronically.

- A Development Plan 2008 is currently under construction. The plan we will include a Focus, Goals, and...kick-off event. The plan will be laid out in a new brochure and presentation kit, which will be used to facilitate fund-raising activities.
- Angela Matzelle, fundraiser for the new Southside Library in Santa Fe, has agreed to serve as a consultant for the Foundation in the development of our new plan.
- Serious thought is being given to meeting twice a year and conferencing by telephone for the remainder of the year's meetings. This could make it possible to have trustees from around the state; Traveling to meetings might be required only twice a year.
- Our total income in 2007 was \$4,411 from donations and fundraising.

I'd like to thank each trustee for their hard work this year.

The slate of officers for 2007:

Chairman, Caroline Beckner

Vice Chairman, Anne Lefkofsky, former NMLA President

Secretary, Barbara Lah

Brian Ivener, Treasurer

Trustees serving in 2006:

Kathryn Albrecht

Caroline Beckner

Owen Ellard, Go Bond Representative

Louise Hoffman, NMLA President

Brian Ivener, Treasurer

Barbara Lah, Secretary

Anne Lefkofsky, former President, NMLA

Angela Matzelle, Consultant

Valerie Nye

Brooke Sheldon

Submitted on behalf of the New Mexico Library Foundation Board of Trustees,

Caroline Beckner

1. MPLA

The next conference will be in Salt Lake City, Utah.

Electronic Report Submitted:



The MPLA Board met in Denver on July 21, 2007

Plans are well underway for the MPLA joint conference with the Utah Library Association in Salt Lake City on April 29-May 2. There will be a celebration at the Utah conference commemorating MPLA's 60th birthday.

The board spent a significant time updating MPLA's long-range plan.

The board unanimously voted to accept a new logo for MPLA. The new logo will be rolled out later this year along with a new slogan that will be decided upon at the next board meeting. The approved logo is above.

MPLA Vice President, Rob Banks, is interested in meeting with the ALA Counselors from MPLA Member States at the Mid-Winter Meeting. He will be contacting Counselors in all the states shortly.

MPLA will begin a new ad campaign in state association newsletters.

MPLA now has a presence in Facebook. There are currently about 25 online members.

Plans are moving ahead for the Ireland Literary Tour. The land cost for MPLA Members will be \$2700 and non-members will pay \$2750. Airfare to Ireland is not included in this price. The trip will take place in July 6-18, 2008. Reservations and a deposit are due by January 31, 2008. For more information call or email Sharon Osenga at 308-234-2087 or sosenga@frontiernet.net

With recommendations from the awards committee, the board decided to award MPLA members who have made a significant difference in the MPLA region (not just a member state). For that reason, the board approved the deletion of 4 awards that seemed specific to a person's region and/or job. The annual awards that will remain are the MPLA Distinguished Service Award, Carl Gaumer Library Champion Award, MPLA Beginning Professional Award, MPLA Literary Contribution Award.

The board approved a "State Representatives Handbook." Having reviewed the handbook and list of duties the board was a bit surprised by the amount of responsibilities assigned to State Representatives. State Reps will be discussing responsibilities and the allocation of those duties via email and will have a report at the October conference call.

The MPLA Electronic Communities formed 3 years ago have not been successful. The Communications Committee recommended, and the board approved, the development of a communication portal that will have blogs, wikis,

and bulletin boards to enhance electronic communication. Items on the portal that members find useful will be enhanced and services that members do not find useful will eventually be eliminated. The board unanimously voted to disband all Electronic Communities and reinstate the work of the Electronic Communities through the formation of a Program Council. The Program Council will be appointed by the President and lead by the Vice President. The mission of the council will be to solicit programs for conferences.

Leadership Institute is again being generously sponsored by Ebsco this year. Eileen O'Connell chaired the committee that selected New Mexico's Leadership Institute Attendees. Attendees from New Mexico are: Denine Parker (Librarian, Albuquerque/Bernalillo County Library System), Holly Phillips (Coordinator of Electronic Resources & Access, UNM, Health Sciences & Info Center), and Brita Sauer (Reference Librarian, Thomas Branigan Memorial Library, Las Cruces). The Leadership Institute will be in Ghost Ranch October 28th -November 1st.

There are 37 New Mexico Members in MPLA, this is down from the last 2 years.

The next MPLA board meeting will be via phone on October 10th. Relevant information from this conference call will be shared at the NMLA October 11th board meeting.

m. Nominations

A full slate of officers is posted on the website.

Electronic Report Submitted: In late summer, the Nominations and Elections Committee identified and invited candidates from the membership to run for open offices.

- A full slate of candidates was assembled, and then reported to the membership in the September/October newsletter, per the NMLA Procedural Handbook Guidelines (410:1 – 410:6). This meets the requirement for distribution of the slate to the membership.
- The newsletter announcement follows in this report. A link was added from the main page of NMLA's website to the "Petition for Candidacy" form included in the Procedural Handbook (410:5 – 410:6).
- Betty Long (Bylaws chair) was consulted as we proceeded through this process.

Next steps in the election process will be to:

- Publicize the slate, and gather biographical information from the candidates.
- Review any petitions received for additional candidates, plus validation of petition signatures (deadline: 1/1/08).
- Report on petition process to NMLA Board at January 2008 meeting.

- Prepare the 2008 ballot package, plus work out production and mailing logistics (mail out: 2/1/08; postmark deadline for receiving election ballots: 3/1/08).

VI. Mini-conference

150 are already registered. We have a great slate, and diverse group, of presenters. A full report will be submitted at the next meeting. The Hollywood Librarian will be shown tonight at 9:00.

VII. Members at Large

Electronic Report Submitted:

Update to New Mexico Reads Campaign 10-02-07

--Two issues for board discussion: New Mexico Reads trademark and compensation for Lorie Christian should additional work Web construction and email communication increase with the New Mexico Reads campaign.

Grassroots efforts by many people have propelled the New Mexico Reads project to its current state:

- UNM Press has provided staff to contact authors that wish to participate and UNM Press photographer to take pictures of authors published by UNM Press. The Southwest Writers Group that meets at the APS Media facility has also contributed through author networking.
- Initial contact with artists has not produced the type of art needed; however, a good explanation and suggestion on which direction to take was provided by the Edward Gonzales Gallery. In brief-many artists do not have time or desire to work on a graphic art project. Need to find graphic artists that are willing to submit a design and they need to be paid for their work.
 - Kathy Montoya of Montoya Creative has provided the first graphic art logos
- ALA – Tina Coleman, Marketing Coordinator for ALA Editions and ALA Graphics has responded to my inquiry about copyright infringement by stating that as long as we do not use the word “Read” alone (which is copyrighted) then our New Mexico Reads campaign does not pose infringement.
- Lorie Christian has generated the New Mexico Reads Web page linked to the NMLA Web page and devised a way to protect the integrity of the author photos and artist logos.

--The New Mexico Reads campaign and Web site email and communication may necessitate additional compensation for in the future. Needs to be discussed by the board.

Lorie

- Contacted Thaddeus Bejnar about a trademark of New Mexico Reads and the need to generate an acceptable use statement in downloading author pictures and artist logos—(for example) Combinations of author photos and artists logos are not to be sold and are only for the promotion of reading and literacy by librarians.

--Listed below are Mr. Bejnar's comments on trademark:

The cost, money and time, in registering a trademark, even just with New Mexico (as opposed to federal registration) was normally not worth it, unless there was a significant chance that (1) it would be significantly infringed to the detriment of NMLA, or (2) a commercial source would seek to trademark it and attempt to deny its use to NMLA. Until the Sonny Bono Copyright Act and the DCM, I did not think that such trade marking was cost-effective; however, due to the "sewing-up" of intellectual property rights by publishing giants, and the non-friendly attitudes expressed by the actions of Thompson Brothers/West and Reed-Elsevier, it now is worth considering. New Mexico registration is relatively straight forward.

<http://www.sos.state.nm.us/displayContent.asp?id=42>

<http://www.sos.state.nm.us/Main/Operations/PDF's/tmapplication.pdf>

<http://www.sos.state.nm.us/Main/Operations/Instructions.htm>

However, a search of the federal database is important for its validity even if a federal trademark is not sought. The New Mexico trademark protects only within New Mexico, which is probably all that it needed here. It does not prevent another person from seeking federal trademark, but is solid prima facie evidence that first use was by NMLA. I would suggest that if NMLA is to trademark it, then the board should approve that action first.

Board needs to discuss.

- Costs to date: Invoice from Montoya Creative for apx. \$200-\$300 for six New Mexico Reads logos (invoice has not been received as of 10-02-07).
- New Mexico Reads has been suggested to run for two years.
- Explanation and demonstration of NMLA New Mexico Reads will be presented at the upcoming Mini-conference in Las Vegas, NM, Oct. 11-12, 2007. Asked to present at the State NMLA Convention in Las Cruces by ASL-SIG.

VIII. Annual conference

3 more booths were signed up last week, and there is still work to be done on programs.

IX. State Librarian

Notes submitted: Susan Oberlander, NM State Librarian, made a presentation on Rural Libraries and Telecommunications Needs to the Information Technology and Telecommunications Oversight Committee on September 27, 2007 in Socorro. The presentation included:

1. The future of libraries is statewide resource sharing, continuing education, and communications. All of these functions require telecommunications. Some of the new services already used by libraries with telecommunications are social networking sites that facilitate sharing of information about library services and resources (Library Thing), and communications that allows real-time interaction between patrons and librarians (IM reference). The benefits to patrons are that they allow personalized experiences in real-time.

2. A review of the newly published Public Library Funding and Technology Access Study for national trends.

3. A review of the e-rate program and NM participation.

4. An anecdotal survey of NM public library experiences, both success and failures, with telecommunications.

5. Recommendations:

- Conduct a state-wide summit including federal, state, local, and tribal elected officials, policy advisors and CIOs, telecom service provider executives, and other key stakeholder representatives (economic development, education, government, health services, public safety, libraries, homeland security, etc) to engage in planning, policy, and decision making workshops that explore options for affordable broadband Internet and advanced telecommunications services to all NM communities.
- Increase State Aid

(The above notes were taken from an email sent by Susan Oberlander to librarians close-by or the constituent of a committee member.)

Some of the committee members expressed concern about funding for rural libraries. Unfortunately, Sen. Richard Martinez was under the assumption that there were only 9 rural libraries and they were located in the northern part of the state. I informed the committee that I was reviewing data from the 2006 Annual Reports the previous night. Data for 90 of the 92 public libraries was available for my review through Bibliostat Connect. This data revealed that 57% of NM public libraries operated on \$150,000 or less. The suggestion was made that if they were

interested in obtaining funding they should include ALL rural libraries. The main concern was for operating expenses. I reminded them that the Rural Library Act passed last legislative session but no money was attached to it and efforts to obtain this money would be a way to help these libraries. In the recommendation portion of Susan's presentation, the committee members were appalled at the \$.14 amount of state-aid compared to the National and Median Averages. There was a discussion about how the budget was cut the previous year. Senator Gerald Ortiz y Pino felt an effort should be made to increase state-aid. I told the committee there were efforts made at the last legislative session but it died in committee. I also informed the committee of the September 14th and 15th meeting of the NM Public Library Directors in Los Lunas - that the directors expressed interest in preparing for the 2009 Legislative session to introduce legislation to increase the aid and make a move to have that line item protected from budgetary cuts within the Department of Cultural Affairs.

Rep. Kathy McCoy was interested in material circulation data and computer usage. She would like to see if bringing computers into the library made material circulation drop. I explained that with the introduction of computers into the library, it brought a group of users that would not have patronized the library in the past. The new patrons coming in are preparing resumes, applying for jobs or just utilizing the various forms of Internet communications. They are also bringing in their children. These children are being exposed to the library and books which is increasing libraries' circulation stats.

This presentation and discussion served as a reminder that we need to keep our legislators informed as to the needs of NM libraries prior to the legislative session. It was clear to me that the 9 rural libraries in the northern part of the state were definitely doing a good job of informing their legislators. Rep. Rodella and Sen. Martinez were very knowledgeable of their needs and definitely cared about the stability of those libraries.

Committee Members Present:

Rep. Thomas A. Anderson

Rep. Kathy A. McCoy

Sen. Rod Adair

Rep. Don L. Tripp

Sen. Linda M. Lopez

Rep. Debbie A. Rodella

Sen. Richard Martinez

Rep. Richard D. Vigil

Sen. Gerald Ortiz y Pino

Statement Submitted from Public Library Directors' Meeting 15: Thank you for having me to your meeting in Los Lunas. At that meeting you shared your concerns about several issues and I have discussed all of them with various staff members at the State Library. I would like to report back to you as to how we are proceeding to address your concerns.

1. LSTA -

Regular reporting on how LSTA is spent. We agree that the State Library should distribute the annual project reports/budgets for LSTA to all public library directors. As I shared with you, I do not feel that there is sufficient information currently being prepared internally for even the State Library to track each LSTA project that has been approved by IMLS and there are no budgets prepared to accompany the approved projects at this time. That is a matter that I have asked the staff to change. I anticipate that we will have projects and budgets created by December and we can share those with you in January.

Review the amount spent on bookmobiles and try to move bookmobiles to state budget. We discussed the State Library's interest in developing a process for identifying unserved areas in the state with your help. This process seems essential to me as we consider how bookmobiles should be deployed, because I see the problem as more than what amount is spent on bookmobiles but rather, how are we doing at serving the whole state and what are the most cost effective ways to do this. I distributed a copy of questions that I asked you to discuss as the first step in addressing this matter. Specifically, the questions were:

- a. What is your definition of an "unserved area"?
- b. What are some towns or areas near your library that you would put on a list of unserved area?
- c. What do you consider the most cost effective ways to bring services to these unserved areas?
- d. Are there collaborations that could be developed between the State Library and local public libraries to more cost effectively provide services to these unserved areas?

2. State Aid

More \$ and more stability in amounts. As I explained at the meeting, increasing state aid is one of my top priorities. I anticipate that it may take 1-3 years to pass an increase at the legislature and a whole lot of lobbying by us all. To that end, I began the discussion of an increase in state aid at a presentation that I made to the Information Technology and

Telecommunications Oversight Committee last week in Socorro. The committee was very interested in the disparity between the NM state aid (\$0.14) and the average for other similar states (\$1.67). As a response to that discussion, the committee has decided to consider a proposal at its Nov. 29 meeting in Santa Fe to increase state aid. I do not know what amount they are considering. It would require \$3.2M to reach the \$1.67 figure. It seems unlikely that this will result in legislation passed this year. It is very late to spring a new, big appropriation on the process. However, I believe that this, coupled with the attempt last year, all acts to soften the system for an eventual passage. As I said, I plan on beginning a campaign for state aid now and continue until we get more money. I would recommend that all of you put Nov. 29 on your calendars and try to come to support the proposal to show the importance of this issue to public libraries. The agenda for the meeting will be on the NM Legislature website.

Expand the guidelines for use, e.g., operating expenses and allow the counting of things other than books, such as computers, to meet the \$1.50. We agree that the current rule should be examined for possible revisions. Geri Hutchins, who deals with state aid at the State Library, and I would like for you to consider appointing an advisory group that would work with the State Library to consider possible revisions.

Redo the legal service area – expand with a buffer between libraries. We would like to consider the legal service area at the same time as we examine unserved areas in the state. It seems logical that, as we develop guidelines for determining what an unserved area is, that we would also consider collaborative ways to serve, and fund, these areas. This might be tied to legal service areas in some way.

3. SL leadership

More communication -something like the list serve or a blog format for topical conversations. As I said at our meeting, we are not satisfied with the State Library web site and the publib list serve is not functioning at this time. We are working on a new web site that is more interactive and useful to us all. As we get the new web site up, we will use it to discuss various options with you for: State Library to public libraries communication, areas open to all public libraries for discussions, and ways for sharing information about national news/trends. There may be more ways that you want us to explore as well. I think that will all be a part of the testing of the new site.

4. GO Bond

Needs broader scope for usage. I think that we agreed that most people at the meeting would not prefer to use GO bonds for operational funding because of the uncertainty of the amount or passage of a bond issue. At this time, I would suggest that we keep the rule that was developed last summer in place and work to expand the possible uses of state aid.

5. Training

Regional training opportunities but with on-line components for those who prefer or can't travel. The Development Bureau couldn't agree more that we need to have more on-line training opportunities. They have begun to prepare three – on e-rate applications, technology plans, and summer reading. The list for future possibilities is long and you will all have a chance to share your ideas with someone from the Development Bureau in the next three months as one of our staff visits your library.

Libraries should be able to put their training tools on our website. We will be happy to work with you to find ways to do this.

Allow certification exams to be taken on-line. The Development Bureau is very interested in making this happen after the next scheduled exam in the fall.

Whew! I know I must have overlooked something in my scribbled notes, but I think, and hope, that I have hit the high points of our conversation that morning.

I look forward to working with you all in the coming months to discuss these issues at length. I have heard from several people who have scheduled their first regional meeting to address the questions that I presented to the group as important to the State Library's ability to move forward on several fronts. Keep in touch.

New items to consider:

a. New Mexico Reads

An oral report was given about New Mexico Reads. A question was brought up as to a trademark. Photos on the website will be watermarked. More and more authors are participating. More graphic artists will be contacted whether professional, or not. There may be more activity on the website and the NMLA Administrator will need to be compensated.

A motion was made and passed that the cost of the New Mexico Reads trademark be explored and we will pursue voting on this electronically. The chair and her committee was charged with coming up with guidelines.

A motion was made and passed for NMLA to sponsor the New Mexico Reads program including a taskforce to explore guidelines for the program.

Electronic report submitted:

New Mexico Reads

description 8-01-07

NMLA Reading Campaign

Intent and Purpose:

NMLA members will promote the New Mexico Reads campaign and posters at conferences and local networking opportunities to celebrate the literary and artistic talent of authors and artists from New Mexico which represent our diverse heritage. Utilizing resources of New Mexicans for all the people in New Mexico is the intention of the New Mexico Reads campaign. Promoting reading and literacy to improve individual lives, prepares children, teenagers, and adults for the challenges of today and the future by empowering individuals to achieve their greatest potential throughout their life. The New Mexico Reads campaign is a purposeful message using textual and visual formats to make reading relevant to every individual.

Description:

New Mexico Reads is a campaign to promote reading involving New Mexico authors and artists. Authors will be featured in a poster that pictures the author with one of the books they have written. In place of the familiar READ seen on ALA posters New Mexico Reads logo(s) designed by New Mexico artists will be featured as part of the promotional New Mexico Reads poster series.

Product - Posters:

The New Mexico Reads posters will be available to all libraries and librarians from the NMLA web site in downloadable format. Author and artist biography briefs should also be included on the NMLA web site in conjunction with the posters offered. Posters should also be offered/designed in English, Spanish, and Navajo.

Process:

Decide on which authors and artists to contact. Authors and artists should represent New Mexico's diverse talent. Contact authors and artists to see if they would be willing to volunteer their persona and artistic abilities for the reading campaign by providing a picture with one of their books for authors and a New Mexico Reads logo design by artists. Pictures and logos will need to be rendered in digital format so that the posters may be designed in Microsoft publication or an equally accessible downloadable format and available from the NMLA web site.

b. Other

Site Committee

Motion made and passed to resend the motion at the last meeting for the 2009 conference to be contracted with the Sandia Casino, and for the committee to continue to work for a site more appropriate for our 2009 conference.

There was a discussion of the membership being notified about by-law changes through the listserv. It might not be working if we do not have everyone on the listserv. The members who are not on the listserv may need to be served in another way for all pertinent information concerning NMLA. We will explore other ways to reach all membership.

It was suggested that a survey be created by the Membership Committee.

Motion made and passed for the President to charge the Membership Committee with developing a survey to present to the board at the January meeting and presented at the spring annual meeting with some incentive for participation.

X. Next meeting date: Jan. 25, Rio Rancho Public Library 1 – 4 PM

XI. The meeting adjourned at 12:08 PM