



Minutes of the
BCLA Board of Directors Meeting
Tuesday September 25, 2012

In Attendance:

Gwen Bird, Helen Brown, Heather Compeau, Patricia Cumming, Allie Douglas, Annette DeFaveri, Carla Graebner, Tamarack Hockin, Melanie Houlden, Leanna Jantzi, Christopher Kevlahan, Stephanie Kripps, Chris Middlemass, Heather Morrison, Tara Stephens, June Stockdale.

Regrets:

Ursula Brigl, Fiona Chiu, Tara Williston

1. Call to Order

June Stockdale, BCLA President, called the meeting to order at 9:04 am.

2. Introduction of new SLAIS Student Rep

The Board welcomed Helen Brown.

3. Adoption of Consent Agenda

The consent agenda contained the following items:

- a) Minutes of June 26, 2012
- b) Letter to Christine Neigel
- c) Letter from Min. James Moore re: Libraries and Archives Canada letter

Moved by Christopher Kevlahan, seconded by Heather Compeau:

THAT the consent agenda be approved and adopted as presented.

CARRIED

4. Adoption of Regular Agenda.

Adopted as presented.



5. Verbal Reports

a. *Presidents' Report (June Stockdale)*

The president's report was viewed by members. June emphasized the increased productivity and accomplishment that is evident in the past few months since the Board approved additional time for the Executive Director. Kudos and thanks were given to Annette, the Executive Director and to Allie, the Office Manager. One of the highlights was the meeting of Union of BC Municipalities and BC government representatives; it is an unprecedented achievement to have all these groups and individuals at the same table at the same time, discussing strategies and messages for coordinated advocacy.

Questions and comments from members:

Q: Which library issues in particular might be addressed?

A: Broad topics that multiple sectors have in common, such as statistics and trends indicating libraries' importance to lifelong learning; BC's low library funding percentage relative to other provinces; and achieving economies of scale through collaboration such as for technology ventures.

Q: Is there any further information update on the BCLA Advocacy committee?

A: Still at preliminary stage; still have not secured at SLAIS student to prepare the database of political and advocacy contacts.

Carla reported that the *Huffington Post* prepared an article based on BCLA's letter to Library and Archives Canada. The article is likely to be released today or very soon and if so, Carla will send a link.

b. *Treasurer's Report (Heather Compeau)*

Review of financial statements continues and a draft budget will be presented at the Board's meeting in December. So far Heather is cautiously optimistic.

BCLA has not previously charged an administration fee for hosting information or assisting with fundraising efforts of other organizations. Up to 15% can typically be charged for this and BCLA will look at implementing a fee of this type.

BCLA's prizes and awards are under review. Some have dwindling funds; others are still healthy. Under particular review are those which are funded by BCLA reserves. An award such as the Sheila Egoff Prize, given to a single individual from reserves, is no longer appropriate or sustainable. SLAIS was approached but declined to take over the award.



Alternatives are being investigated, such as lowering the amount or offering a recognition plaque instead of cash.

The Executive Director and Treasurer were commended for their strict analysis and creative thinking regarding finances.

Annette pointed out that one of the past financial challenges has been the need to subsidize events or workshops that were meant to be operated on a cost-recovery basis. Moving forward, the membership can be given clearer guidelines on planning and estimating costs of events in order to break even. Leanna noted that we can begin to communicate with the membership about this in the next newsletter.

c. Executive Director's Report (Annette DeFaveri)

The report highlighted various activities and the partnerships that allowed them to take place, such as SFU's community engagement event at which BCLA was formally and publicly thanked.

Currently, promising discussions are underway regarding an Inspiration Summit in partnership with SLAIS, for December. It would target all types of libraries, not just public, and is intended to attract speakers, decision-makers and participants from beyond the library community, such as City Planning. A high-interest keynote speaker is tentatively arranged. This summit would need to be highly affordable, so that organizations who sent their staff could still afford to send staff to BCLA conference in the spring.

Annette has met with Todd Mundle of CPSLD who will invite her to their November meeting.

The financial assessment of BCLA Conference 2012 is almost complete and planning has begun for 2013 conference, with Christina de Castell as Conference Planning Chair and Debbie Schachter as Program Planning Chair. Shannon Stumph from Dragonfly Consulting will also help again.

A membership survey is forthcoming to help determine what conference topics will be of highest interest to members. This will allow time to solicit appropriate presenters rather than simply reviewing whatever proposals are submitted.

The Executive Director described a number of housekeeping activities and initiatives to simplify and streamline office procedures and event administration, such as standardizing email addresses and preparing various templates for recurring processes.



6. New Business

a. *Board Member Orientation (Chris Middlemass)*

Chris's PowerPoint presentation concisely summarized BCLA's membership types and distribution; roles and reporting relationships of the BCLA Board and general membership; and other facets of the organization and its structure. Most of the information was extracted from existing BCLA documents, but was presented in a logical and accessible manner. Newer members agreed it was extremely useful.

Minor edits were offered, such as defining commonly used acronyms that may not be clear to newcomers, including an organizational chart and information on budget cycles, and noting significant upcoming projects or events.

ACTIONS:

- Email any further ideas for improvement to Chris Middlemass: cmiddlemass@gmail.com
- Melanie will review the existing and copious policy documentation to identify and extract what may need updating or condensing.
- Chris M, Annette and Melanie will continue to discuss and refine plans for improved orientation process.

b. *Draft Interim Strategic Plan (June Stockdale)*

Board members reviewed the draft and agreed that it was realistic and responsible.

Questions and discussion ensued regarding the rationale for naming it an "interim" plan when it covers a period of several years (to December 2016). It was called "interim" largely due to the process having been more accelerated than usual. However, it was created with considerable membership input from a previous survey and other activity.

Moved by Gwen Bird, Seconded by Christopher Kevlahan: THAT

- (i) the Board support the draft plan as presented*
- (ii) the word "interim" be dropped*
- (iii) a summary be added indicating the sources of input for developing the plan*
- (iv) the ensuing document be distributed to SCIGs and from there to membership.*

CARRIED



c. Mission and Vision Statement development process (June Stockdale)

BCLA's current mission statement is not readily found on the webpage and, once found, not readily grasped due to its length and vague wording. The Board agrees that it is important to have clear and visible statements.

Suggested process: collect examples from other organizations and use those to craft samples for BCLA.

Discussion: whether and how to involve the membership at large. Is the Board already empowered, by definition, to take on activities such as these? Has sufficient input already been provided, directly or indirectly, from recent membership survey? Would we get a good idea of our values by hearing from external partner organizations about how *they* view our best qualities and our purpose? Might this result in a "word cloud" from which we can draw key concepts?

It could be appropriate to send out shortlist for consideration and feedback from membership using same process as for the (interim) strategic plan.

ACTION: Annette and Heather M will speak further about possible methods for developing mission and values statements, and the process will continue to move forward.

d. Website Redesign Update (Annette DeFaveri)

Annette provided a summary of the importance and role of the website as an emblem of who we are; as a service and vehicle for communication with members; and as a tool to facilitate the administration of the annual conference which is our greatest source of revenue.

The current conference registration process is tediously inadequate and the membership software too weak to create useful statistics and membership profiles. June noted that a properly functioning website is essential to moving forward with the newly approved strategic plan.

Quandary: we need the conference registration component of the website to be fully operational in time for conference 2013, i.e. in just a few months. However, an RFP process would take too long and it would be impossible to have anything functioning in time for conference 2013.

Suggested solution: skip the RFP process and contract Jon Whipple directly. Jon has already invested considerable time interviewing Annette and Allie regarding BCLA procedures and



website. He has asked probing and challenging questions and is up to speed on the organization's needs and concerns. The first component to be redesigned would be the conference registration and this would have an aggressive completion date. The remaining components of the website could be redesigned later.

Questions and discussion ensued on various points: Jon Whipple's awareness of the constrained timelines; whether he himself would do the work rather than one of his employees; the state of BCLA's reserves and allocations; and whether there were any other legal, financial or contractual obligations the Board needed to be aware of prior to making a decision.

It was confirmed that BCLA is not obligated to follow an RFP process and that there are no additional concerns with following this course of action

Moved by Meahnie Houlden, Seconded by Christopher Kevlahan:

THAT the Board approves \$17,000 from reserves effective immediately, to engage Jon Whipple to redesign the website.

CARRIED

7. Next Meeting, Closing Remarks (*June Stockdale*)

June formally thanked Jeffrey Libby, the Langara College Representative, whose term on the Board is complete.

Next meeting: Thursday December 6th at 9:00 a.m.

8. Adjournment

There being no further business, the meeting was adjourned at 11:22 a.m.