

**ILA Executive Board Meeting Minutes**  
**Friday, 27 July 2007**  
**Illinois Library Association**

**Present**

Officers

Tamiye Meehan, Immediate Past President  
Bradley F. Baker, President  
Donna Dziedzic, Vice-President / President-Elect  
Jamie Bukovac, Treasurer

Directors

Carole Dickerson  
Emily Guss  
Tina Hubert  
Nancy Huntley  
Julie M. Milavec  
Michelle Petersen  
Theodore Schwitzner  
Christine Stupegia  
H Dayle K. Zelenka

Ex Officio

Anne B. Craig  
Robert P. Doyle

Absent

Dean Bryan  
Jocelyn Tipton

Guests

Lynn Stainbrook  
Lawren Tucker

The meeting began at 9:35 A.M.

### Fundraising Committee

L. Stainbrook, chair of the ILA Fundraising Committee, reported that Allen Lanham and Peggy Sullivan were able to attend the 2007-2008 ILA Orientation Session. Stainbrook will mail the handouts to the other committee members: Nann Blaine Hilyard, Carolyn Anthony, and Kendi Kelley.

The committee met the \$1,000 fundraising goal for the day, with \$1,004 just after lunch; then a matching check that doubled the funds. The day ended with donations totaling \$2,055.

Stainbrook presented the following fundraising plan:

GOAL: Increase Endowment and Investment Funds to \$600,000 in the next three years (currently there is \$304,892 in ILA's long-term investments).

RATIONALE: These funds would generate approximately \$60,000 annually in interests/gains for:

- ILA staff: could be contractual, e.g., for Web site or other tech needs; could be part-time, e.g., to help other committees/forums such as trustee forum; could be on an as-needed basis.
- Services, programs, such as sending the iREAD manual free to all public libraries; or for a statewide marketing campaign on libraries.
- Some percentage could be set-aside for a building fund. There was discussion about the pressing need for a new home for ILA and why not just have all the money go to that? Comments from those with fundraising experience: "We first need to get people in the habit of giving to ILA; we don't have our explanations about location readily accessible in the three-minute elevator speech; the broad array of how we would use the money has more opportunity for something on this list to resonate with a donor."

STRATEGY: Continual, year-round fundraising to multiple audiences:

- July: Orientation Session;
- October: ILA Annual Conference;
- November/December: Direct solicitation;
- February: I Love Libraries Campaign; and
- February-March: Academic, Trustee & Reaching Forward Conferences.

ACTION PLAN:

- July: the 2007 ILA Orientation Session: A kick-off event to raise excitement and fundraising awareness. Goal: \$1,000. Premiums were given to those who gave \$10 and \$20 and \$30 and over.
- October: 2007 ILA Annual Conference: Bucket raffles of items from exhibitors/vendors (items for individual, not for libraries). Goal: \$10,000. Stainbrook asked Tom Rich and Tobi Oberman to solicit ten vendors for donations for this event.

- Advance raffle tickets for the quilt could also be sold at the 2007 ILA Annual Conference.
- Give “five” money requests at every group meeting. This repeats what a former fundraising chair Amanda Standerfer started at the 2005 ILA Annual Conference in Peoria.
- Forum contests, i.e., which forum can raise the most money.
- The Fundraising Committee will gather names for the \$1,000 campaign and also find out exhibitor decision-makers.
- November-December: Direct solicitation for one hundred to give \$1,000. Goal: \$150,000. It is estimated that more than one hundred will donate and that some will give \$2,000 or \$5,000 or more. This solicitation will probably have diminishing returns. The first year might raise the most, the second year probably less, and the third year even fewer. K. Kelley has agreed to spearhead this effort, but needs names of likely people. Kelley is willing to call and make the direct requests.
- February: I Love Libraries Campaign. Give umbrellas as a premium for \$100 donations. The audience would be primarily trustees, and not those solicited to pledge at the \$1,000 level. Goal: \$10,000 or one hundred people giving \$100.
- February-May: Sell quilt raffle tickets at conferences, with drawing at the May 9, 2008 Reaching Forward Annual Conference for Library Staff in Academic, Public, School, and Special Libraries at the Donald E. Stephens Convention Center in Rosemont. Goal Quilt Raffle: \$20,000. Also, direct appeals, similar to the 2007 ILA Orientation Session kickoff appeal, at the 2008 IACRL Spring Conference and the February 23, 2008 Trustee Forum Workshop at the Hickory Ridge Marriott Conference Hotel in Lisle.

OTHER: Fundraising ideas that we need to do more research on:

- *ILA Reporter* ads honoring people;
- Art and Architecture Calendar;
- Crafts Silent Auction; and
- Men of ILA Calendar.

Stainbrook will work on a budget plan for the next ILA Executive Board meeting.

T. Meehan moved, D. Dziedzic seconded and it was

Voted, That the Illinois Library Association’s Executive Board adopt the strategic plan for the fundraising committee and will draft language, for the board’s consideration at the next ILA Executive Board meeting, regarding expectations of ILA Executive Board member financial contributions to the ILA Endowment. (The motion passed unanimously. D. Bryan and J. Tipton were not present to vote.)

R. Doyle drafted the language below for review by D. Dziedzic, M. Petersen, and T. Schwitzner. After their review, the suggested draft language will be presented at the next ILA Executive Board meeting.

As leaders of the association, ILA Executive Board members are encouraged, whenever financially able, to make a minimum annual donation of \$100 to the ILA Endowment Fund. Donations can be made directly, contributed from fundraisers or honoraria, or solicited from other sources. The ILA past president should inform all candidates for office of these expectations.

#### Review of the Agenda

B. Baker reviewed the agenda and it was approved. T. Schwitzner moved, D. Zelenka seconded and it was

Voted, That the Illinois Library Association's Executive Board approve the minutes of the ILA Executive Board Friday, 8 June 2007 meeting. (The motion passed unanimously. D. Bryan and J. Tipton were not present to vote.)

#### Illinois State Library Report

A. Craig mentioned several new state library appointments. Craig introduced L. Tucker as the new chief deputy director, stated that Bill Echelbarger was the new OCLC network coordinator, and effective August 15, Natalie Tagee will assume the position of Ask?Away virtual reference program coordinator. Tagee is a Springfield native who is finishing up her degree in library science at the University of Illinois at Urbana-Champaign. She succeeds Debra Aggertt, who is the new ILLINET/OCLC coordinator.

The scheduled July 26 FY08 LSTA grant review committee sessions for both "Safety" and "Digital Imaging" grant categories have been postponed. The sessions will be rescheduled for a later date.

Annual regional library system grant presentations are underway with system personnel traveling to the state library to discuss their plans for the coming year.

#### Public Policy Committee

##### *2008 ILA Public Policy Initiatives*

The Public Policy Committee is working on the 2008 ILA Public Policy Initiatives, which will be presented to the ILA Membership at the 2007 ILA Annual Conference in Springfield.

##### *Confidentiality Article, Form, and Workshop*

R. Doyle reported that House Bill (HB) 237, Library Records Confidentiality Act, had passed both chambers and was awaiting the governor's signature. Sponsored by Rep. Joe Dunn (R-96, Naperville) and Tom Cross (R-84, Plainfield), the ILA Executive Board proposed various changes to a 2004-2005 confidentiality

bill (see February 2005 *ILA Reporter*, "Confidentiality: A Case Study in Progress.")

At the November 2004 meeting, the board thoroughly discussed the draft legislation and determined that while this first draft addressed several of the board's concerns, it also determined that the proposal could be further narrowed and improved if several key changes were made. Those proposed changes include the following:

1. Make clear that it is up to the library as the provider of any information to determine whether the request is truly necessary in light of a specific emergency situation;
2. Narrow the emergency exception to only those cases where there is an imminent threat of death or great bodily harm;
3. Require the request from law enforcement personnel to be in writing, be made only after an actual request for a court order has been initiated; and be reviewable by a court after the fact to determine whether it was proper to seek the information without a court order;
4. Make clear that the only information actually provided would be the identity of the library patron in question, and would not include disclosure of any other registration or circulation records that would indicate materials borrowed, resources reviewed, or services used at the library; and
5. Affirm that the right of the library to comply with such requests would be limited to this narrow emergency exception, and thus reconfirm that confidentiality of patron registration and circulation records must be maintained.

All five points were finally addressed by changes in the fourth draft bill. Based on that action, the ILA Executive Board voted a position of neutrality regarding the draft bill. In the Senate, Sen. Randall M. Hultgren (R-48, Wheaton), Kirk W. Dillard (R-24, Westmont), and Susan Garrett (D-29, Highwood) were the sponsors.

R. Doyle requested K. Kolkmeier to write an article for the October 2007 *ILA Reporter* on these changes plus draft a form that libraries will be able to use in these situations. D. Dziejcz will review this form. Doyle also spoke with the Intellectual Freedom Committee (IFC) about these changes and the need for some regional training on this topic. C. Dickerson will follow-up on this topic with the IFC.

*Possible Future Cooperative Programs/Projects with Illinois Attorney General*

R. Doyle reported on the Tuesday, 10 July meeting with Cara L. Smith, deputy chief of staff, policy/communications, office of the attorney general (AG), to explore any possible cooperative programs/projects between the AG's office and ILA.

Doyle presented the NetSafe bookmarks, the June 2007 *Reporter* article "Internet Safety, ILA, and MySpace," and December 2006 *ILA Reporter* article, "Libraries as Sanctuaries for Criminals?" These materials were presented for their review and comment and to encourage some creative thoughts regarding possible future cooperative programs/projects. For example, Doyle suggested "When Do You Call the Police?" might be an excellent poster for library staff lounges (Exhibit 1, p. 1). ILA could add the attorney general's name and the attorney general's office could pay to print and mail the posters out to every library in the state.

The meeting was productive and a second meeting is scheduled for Wednesday, 15 August 2007 at 10:00 A.M. Prior to this meeting, Smith promised to submit some possible ideas, programs, and projects for discussion. Doyle promised to share those ideas with the board immediately.

*Possible Future Cooperative Programs/Projects with MySpace*

R. Doyle met with Rick Lane, vice president of governmental affairs for News Corporation, during the 2007 ALA Annual Conference in Washington, D.C. about expanding our Internet Safety partnership. Doyle mentioned one of the board's action items was: "to disseminate information on training programs for librarians to conduct with the general public on this topic and encourage the use of these training programs in their communities."

Lane stated that MySpace was very interested and would be supportive. Moreover, he suggested the following site would be a good source for possible content and further cooperation: <http://www.ikeepSAFE.org/PRC/videotutorials/index.php>.

Doyle asked C. Dickerson, as the IFC liaison, to check out this site and see if there is content that we might be able to pick up and use immediately, i.e., something that librarians could use when talking to the Rotary, in the schools, with parents, with law enforcement officials, or sponsoring sessions at the library, etc.

Doyle asked the American Library Association's Office for Intellectual Freedom (OIF) if they were familiar with iKeepSafe and another source recommended by Lane, namely, the report *Parental Controls & Online Child Protection*, by Adam Thierer. Both sources are recommended by OIF.

The Progress & Freedom Foundation (PFF), a market-oriented think tank that studies the digital revolution and its implications for public policy, published the Thierer report. The foundation's mission is to educate policymakers, opinion leaders and the public about issues associated with technological change, based on a philosophy of limited government, free markets and individual sovereignty. PFF's research combines academic analysis with a practical understanding of how public policy is actually made. Its senior fellows and other scholars are leading experts in their fields, with distinguished careers in government, business, academia and public policy. Its research

is substantive, scholarly, and unbiased. At the same time, PFF is focused on having an impact on public policy.

PFF's underlying philosophy combines an appreciation for the positive impacts of technology with a classically conservative view of the proper role of government. They believe that the technological change embodied in the digital revolution has created tremendous opportunities for enhanced individual liberty, as well as wealth creation and higher living standards. Those opportunities can only be realized if governments resist the temptation to regulate, tax, and control. It further believes that government has important roles to play in society, including protecting property rights and individual liberties, but its tendency is to reach beyond its legitimate functions in ways that harm consumers, burden citizens, and slow progress.

R. Doyle asked T. Schwitzner to check out this report and see if the report's message is consistent with ILA policy, if the report might offer some tips for future testimony before the Illinois General Assembly and if the Progress & Freedom Foundation is a reliable source/organization, i.e., it doesn't raise any red flags within the Illinois library community.

IFC committee member David Hamilton and ILA Executive Board member H. Mikyska will identify the recommended existing Internet Safety training program that Illinois librarians should use with the general public; or will identify existing programs, that can be modified, and used; or will propose an entirely new training program. Based on their recommendation, ILA might go back to MySafe and make the appropriate proposal to make sure the resource(s) are available to all Illinois libraries. For informational purposes, Doyle distributed the "Tampa Internet Safety Program Offers Kids, Teens Incentives" article from the July 16, 2007 *Library Hotline*.

#### President's Report

##### *Ad hoc Committee on Strategic Planning*

B. Baker distributed a draft of the ILA Strategic Plan FY 2008-2010 at the 2007 orientation session and stated that he is soliciting more feedback from committee and forum members. At the next ILA Executive Board meeting, forty-five minutes will be devoted to discuss and further refine the plan.

##### *2007 ILA Annual Conference Plans*

R. Doyle distributed two reports for the 2007 ILA Annual Conference: exhibit sales (Exhibit 2, p. 3) and registration figures (Exhibit 3, p. 5). The board carefully went through their various assignments at the 2007 ILA Annual Conference (Exhibit 4, pp. 7-10).

#### Past President's Report

##### *Statewide Study of Economic Benefits for Illinois Libraries*

Since the 2005 ILA Annual Conference in Peoria, ILA has been exploring the possibility of conducting a study on the economic benefits of libraries. The ILA Web

site [www.ila.org](http://www.ila.org)/advocacy contains various economic benefits or return-on-investment reports and ILA's discussions on this issue. Several state library associations have used these studies to successfully receive major funding increases through their respectively legislative bodies. D. Dziedzic has volunteered to move this project forward.

*Ad hoc Committee on Updating Serving Our Public*

C. Stupegia and C. Ruhnke are co-chairing this committee and they are proposing a talk table at the 2007 ILA Annual Conference in Springfield. The committee would like to obtain as much input as possible. The publication might be ready by the 2008 ILA Annual Conference.

*Ad hoc Committee on ILA Web Site Review*

T. Hubert had nothing new to report since she was awaiting the directions from the strategic plan. T. Meehan said that the committee can begin work now that the strategic plan is almost finished.

*Ad hoc Committee on Fundraising for Production & Printing Expenses of the Financial Manual*

T. Meehan reported that two options are still being explored. A. Lanham is talking with the R. R. Donnelly and L. Stainbrook reported that her committee is seeking an advertiser who would underwrite the cost of the printing. R. Doyle stated that the publication will be ready for the printer in about six weeks.

*Student Membership Dues Change: Action Plan*

T. Meehan reported there was no action to report on this item and recommended that it cease to be included as an action item in future ILA Executive Board meetings since that committee had redefined its goals for the coming year.

The 2007-2008 ILA Membership Committee is proposing the following:

- Prepare a proposal for an ILA mentoring program for the board's consideration (before September 21);
- Recruit 150 new members with a focus on: library business managers, library school students, library support staff, middle managers, and Synergists;
- Promote active membership in ILA by encouraging new and current members to participate in committees and forums and to promote ILA in their work lives; and
- Create and refine ILA talking points that all members can use to promote ILA.

Treasurer's Report

*Status of FY 2006-2007 Budget*

R. Doyle reported that preliminary indications reveal that the association will end the 2006-2007 Fiscal Year with a deficit approximately of \$6,000. It was, however, an exceptionally strong year for ILA long-term investments. Our beginning balance was

\$249,172; we added \$12,474 to our long-term-investments; we experienced a \$43,246 in gains; and we ended the FY2007-2008 with \$304,892 in our long-term investments. ILA's percentage return was 17.36 percent versus 18.35 percent for the Standard and Poor 500 (SP 500) and 20.25 percent for the Dow Jones Industrial Average (DJIA). The return is based on investment gain divided by the beginning balance and does not include the addition of funds in the calculation. Since 1999, ILA long-term investments has increased 49.07 percent versus 36.98 percent for SP500 and 46.89 percent for the DJIA.

For FY 2006-2007, it is projected that the association will end the year with a \$39,000 surplus.

*FY 2007-2008 Budget*

The FY 2007-2008 budget was presented and approved at the ILA Executive Board Friday, 8 June 2007 meeting. It was also included, as an informational item, in the 2007 ILA Orientation Session packet.

2007 ALA Annual Conference

T. Hubert, the Illinois Library Association's representative to the ALA Council, presented her report on the Council actions (Exhibit 5, pp. 11- 23). Hubert brought two items to the ILA Executive Board's attention: Resolution on the Use and Abuse of National Security Letters and Strengthening Kids' Interest in Learning and Libraries (SKILS) Act. She noted that some state chapters are voting to support the SKILLS Act and to denounce the National Security Letters. The ILA Executive Board took no actions of these two items.

The meeting adjourned at 2:05 P.M.

Respectfully submitted,

Robert P. Doyle  
Monday, 30 July 2007