

**ILA Executive Board Meeting Minutes
Friday, 1 August 2008
Illinois Library Association**

Present

Officers

Donna Dziedzic, President
Bradley F. Baker, Immediate Past President
Carole A. Medal, Vice President/President-Elect
Jamie Bukovac, Treasurer

Directors

Betsy Adamowski
Halle Cox
Emily Guss
Dianne Happ
Robyn Hendricks
Tina Hubert
Christine Stupegia
Diana Brawley Sussman
Jocelyn Tipton
H Dayle K. Zelenka

Ex Officio

Robert P. Doyle

Absent

Anne B. Craig
Carole Dickerson
Theodore Schwitzner

Guests

Blaine Redemer

The meeting began at 9:05 A.M.

Review of the Agenda

D. Dziejczak reviewed the agenda and it was approved. T. Hubert moved, H. Cox seconded and it was

Voted, That the Illinois Library Association's Executive Board approve the minutes of the ILA Executive Board Friday, 6 June 2008 meeting. (The motion passed unanimously. B. Adamowski, J. Bukovac, C. Dickerson, E. Guss, T. Schwitzner, C. Stupegia, and D. Zelenka were not present to vote.)

Illinois State Library Report

B. Redemer said the Illinois State Library (ISL) is welcoming visitors at booths in Illinois Secretary of State Jesse White's tent and the Illinois Building at the Illinois State Fair in Springfield. The fair runs through Sunday, 17 August, and the library is offering bookmarks and shopping bags in Secretary White's tent. The ISL Talking Book and Braille Service (TBBS) will set up shop in the Illinois Building and provide information on the many services TBBS offers to print disabled patrons. Secretary White will hold his annual pre-Fair picnic for Project Next Generation programs at the state library next Thursday.

The state library has been offering workshops at the regional library systems to explain requirements for obtaining an Illinois State Library Public Library Per Capita and Equalization Aid grant. ISL staff review the grant application and explain requirements that will be in place for the next three years to obtain a grant. Persons wanting to participate should sign up at the system whose training they will be attending, and participants may attend a workshop at any of the systems offering training.

B. Redemer noted that the budget appropriated by the Illinois General Assembly for the State of Illinois has recently received significant cuts by the governor to balance FY2009 (July 1, 2008-June 30, 2009) expenditures and revenue. The budget for the Illinois Secretary of State's Office was cut by approximately \$26 million. The Illinois State Library, along with all departments within the Secretary of State's Office, must cut expenditures in order to accommodate these significant budget reductions.

Unfortunately, one of the specific appropriation reductions to the office's budget was the reduction to the budgetary allocation that supplies funding for electronic resources and the delivery of library materials throughout the state. Because the state library recognizes the importance of the delivery service of library materials, they have worked to ensure that even with the significant budget cuts this landmark program will not be disrupted.

However, as a result of the budget reductions, statewide subscriptions supported by the Secretary of State's Office for the following electronic resources must be cancelled, effective immediately: Periodical Abstracts and Wilson Select Plus.

T. Hubert noted that Illinois Library Systems have been gathering information regarding pricing and interest in continuing access to these two products. Based on their findings, there is broad-based support across all types of libraries for the Wilson Select Plus product. Illinois Library Systems have obtained a very favorable price for Illinois libraries that wish to purchase this product and are developing a tiered pricing structure that will be as low as \$150 for some libraries and no more than \$3,000 for large libraries. Libraries will receive individual pricing information no later than August 11, 2008.

B. Redemer said other possible cuts include: reducing printing and electrical expenses; it is hoped that there will be no layoffs.

Public Policy Committee

2009 ILA Public Policy Initiatives

The Public Policy Committee is working on the 2009 ILA Public Policy Initiatives, which will be presented to the ILA Membership at the 2008 ILA Annual Conference in Chicago.

D. Dziedzic noted that the Strategic Focus on Advocacy Task Force be looking at alternative methods to achieve our advocacy goals. The task force will be meeting on Friday, 22 August at the Prairie Area Library System in Shorewood.

President's Report

Reactions to the 2008 ILA Orientation Session

Suggestions to improve the 2009 ILA Orientation Session include: make table signs for the committee and forum meetings; assign "board buddies;" and hold the board meeting before orientation session.

2008 ILA Annual Conference Plans

R. Doyle reported that the 2008 ILA Annual Conference exhibit sales, fundraising, and registrations were all proceeding well. In the near future, Doyle will distribute a document with board assignments at the 2008 ILA Annual Conference.

Study of Economic Benefits of Illinois Libraries

D. Dziedzic said that 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 <http://www.ila.org/advocacy/impact.htm> 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 respective legislative bodies. ILA submitted an LSTA grant proposal, but the state library informed ILA that the grant would not be funded. The grant reviewers seemed to believe that because other states had already done similar studies, ILA would only be duplicating existing studies. In addition, the

reviewers thought that the Illinois School Library Media Association (ISLMA) study *Powerful Libraries Make Powerful Learners: The Illinois Study* by Keith Curry Lance, Marcia J. Rodney, and Christine Hamilton-Pennell had not achieved its intended effect and therefore, the chances for a public library study were not good. In a Tuesday, 22 July 2008, phone conference call with Anne Craig, Pat Norris, and Karen Egan, the state library staff suggested that the grant be "retooled." They envisioned a research study that would reveal how the current economic situation is affecting libraries and how they're handling it given that library use is probably up.

D. Dziejczak will meet with the state library staff prior to the Tuesday, 26 August Illinois State Library Advisory Committee to discuss possible other future cooperative ventures.

Serving Our Public Revision Task Force

C. Stuepegia stated the draft chapters of *Serving Our Public* are on the ILA Web site <http://www.ila.org/sop>. The hearing on the proposed revisions to the *Standards for Illinois Public Libraries* will be held on Wednesday, 24 September at the 2008 ILA Annual Conference, Navy Pier, Room 203-207. Additional hearings will be held via VTEL across the state.

Web site Review Task Force

D. Dziejczak stated that the task force chair T. Schwitzner sent out an e-mail message prior to the orientation session stating that the short-term objective of the task force is to quickly assess what communication tools -- blogs/rss feeds, message boards, etc. -- can and should be incorporated into the current ILA Web site. Options should be chosen with an eye towards making communication more streamlined for ILA staff and the membership. The task force will be meeting in mid-August to start its work.

ALA Midwinter and Annual Conferences in Chicago

Since the ALA will be holding a number of upcoming meetings in Chicago and these meetings could negatively impact ILA, D. Dziejczak solicited suggestions on possible negotiation items with ALA:

- free ad space in the ALA Annual Conference program books;
- ability to sell ILA product in the ALA Store during the ALA Annual Conference without incurring overhead expenses;
- ALA could sponsor programs at the ILA Annual Conference; and
- an additional exhibit booth at the ALA Annual Conference.

T. Hubert noted that at the 2008 ALA Annual Conference in Anaheim, California, it was announced that ALA will sponsor a national conference on privacy, tentatively titled "The Many Faces of Privacy: A Conversation." The tentative date for the conference, which likely will be held in Chicago, is fall of 2009 --- another possible source of conflict with the ILA Annual Conference. Because of its scope, the conference planners think that it should draw a great deal of media coverage, thereby encouraging a renewed interest in privacy among the American public. To help bolster this interest, ALA will develop tools and other resources for libraries to promote grassroots efforts to support ongoing discussions and actions to protect our right to privacy, including tool kits that will be used to educate the public on privacy issues.

Additional Categories in ILA Membership Dues (copy due 20 Aug.)

J. Bukovac will draft copy for the 2008 ILA Annual Conference Program Book detailing the proposed membership dues changes for the membership to consider and vote on at the conference.

Policy Regarding Dissolving ILA Forums

D. Dziedzic drafted some policies for dissolving an ILA forum, but it was determined that Section I of the Bylaws should be changed and J. Tipton, D. Zelenka, and H. Cox volunteered to draft and present changes to Article XIII, Section 1 of the ILA Bylaws at the Friday, 21 November 2008 ILA Executive Board meeting.

ALA and ILA

D. Dziedzic and R. Doyle met with ALA Executive Director Keith Michael Fiels and ALA Associate Executive Director, Finance Greg Calloway to discuss the possibility of ILA renting office space at the American Library Association. Dziedzic and Doyle will continue those discussions.

Specialty License Plates

D. Dziedzic noted that the iREAD committee and the Marketing Committee are interested in getting a library specialty plate. R. Doyle determined that the first step in the process is to obtain 850 signatures and to submit those signatures to the Illinois Secretary of State (SOS). The Secretary's office will then explain the next steps in the process, but each new specialty plate must be specifically approved by the Illinois General Assembly. The statutorily approved plates run the gamut from autism awareness, to park district youth, to military, to college, to sports teams, etc. A quick search this morning shows that there have been some approved recently so the frequently cited prohibition must have been lifted by legislators opposing more specialty plates. The Rotary Club for instance just got approval in the last year. Doyle recommended that ILA confirm with SOS if they have the authority to issue ILA plates under the general charitable organization provision, or if a separate statutory authority (like the Rotary Club just got) would need to be passed by the Illinois General Assembly. Doyle suggested the signatures could be obtained at the 2008 ILA Annual Conference. The ILA Executive Board determined that the ILA Marketing Committee should determine the copy for a "plastic frame for plates" and the "actual specialty plate." T. Hubert noted that the Illinois Library Systems are interested in exploring the idea too.

Past President's Report

B. Baker stated his three major objectives for the year are: chairing the nominating committee; chairing Illinois Library Day, and conducting the ILA Executive Director's evaluation.

Treasurer's Report

Status of FY 2007-2008 Budget

R. Doyle reported that preliminary indications reveal that the association might end the 2007-2008 Fiscal Year with a small profit before recording our long-term investments.

The 2007 ILA Annual Conference in Springfield revenues were less than budgeted and ILA long-term investments experienced a \$24,632 loss or -8.07% decline, while the S&P 500 recorded -14.86% loss and Dow Jones Industrial Average recorded a -15.36% loss. 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 41 percent versus 22.12 percent for SP500 and 31.53 percent for the DJIA.

ILA was very fortunate to have a very successful publishing year with the MySpace bookmarks, the *Financial Manual for Illinois Public Libraries*, and iREAD sales. Other bright sources were: the \$1,000 ALA / ProQuest Intellectual Freedom Award and the ILA Fundraising Committee, under Lynn Stainbrook's leadership, for the first time in the committee's history, raised significant money (\$10,266) and they should be thanked and congratulated. Doyle stated we must, however, increase our revenue if we want to improve our Web site, introduce new products or services, or respond to member needs in the manner that we want.

FY 2008-2009 Budget

The FY 2008-2009 budget was presented and approved at the ILA Executive Board Friday, 6 June 2008 meeting. It was also included, as an informational item, in the 2008 ILA Orientation Session packet.

ILA Fiscal Policies

J. Bukovac stated the ILA Finance Committee met on Tuesday, 22 July 2008 and is recommending the following changes – “~~striketrough~~” is deleted text and **bold text is new text**.

B. Investment Objectives

1. Rate of Return Objectives: The Fund is expected to achieve, over the measured period as defined in Paragraph B 4, a Total Rate of Return which exceeds the Consumer Price Index (CPI) **and S&P 500 Index (after investment advisor fees.)** ~~by a minimum of five percent (5%). Additionally, the Fund is expected, over the same measured period, to return a minimum of eight percent (8%) before adjustment for the CPI.~~ Total Rate of Return is defined as all dividends and interest and all realized and unrealized gains and losses net of all investment-related expenses, including the investment manager's retainer.

3. Relative Performance: In addition to the Real Rate of Return objective stated above, total investment return **for each fund** over a market cycle is expected to be in the top half of a universe of **Lipper Leaders Ranking System** professionally managed funds following a similar investment policy with comparable risk and return objectives.

a. Equity Investments: The equity assets of the Fund shall be invested in **up to twenty** ~~not less than three, nor more than six~~, mutual funds. The Board has a

strong preference for “no-load” mutual funds. The Board believes that the use of equity mutual funds will provide professional management, broad diversification, and relative cost efficiency considering the modest size of the Fund. The mutual funds selected, weighted by the proportion each fund bears to the total equity investment mix, shall reflect an overall risk and return profile similar to that of the S&P 500 Index. Additionally, the overall equity portfolio mix should contain not more than ~~ten~~ **twenty-five** percent (~~10%~~ **25%**) invested in foreign companies ~~and should have a beta between .8 and 1.1 times that of the S&P 500 Index.~~

b. Fixed Income Investments: The fixed income assets of the Fund shall be invested with **Money Markets, CD’s, U.S. Government Bills, Notes and Bonds, Corporate Bonds rated A or better and Bond Mutual funds** ~~exclusively in short to intermediate term U.S. Government mutual funds. For this purpose, two such funds should be sufficient such as a U.S. Government money market fund and/or a U.S. Government intermediate term bond fund. The Board believes that placing a severe limitation on the quality and maturity of allowable fixed income investments properly recognizes the Fund’s long term emphasis on equity investments and its desire for absolute safety with respect to fixed income investments.~~ The use of mutual funds fulfills the objectives of proper diversification, professional management, and relative low cost considering the Fund’s modest size.

D. Zelenka moved, J. Tipton seconded and it was

Voted, That the Illinois Library Association’s Executive Board approve the changes to ILA Fiscal Policies and Procedures --- **6061 Long-term Investment Policy** as itemized above. (The motion passed unanimously. C. Dickerson and T. Schwitzner were not present to vote.)

ALA Council Report

T. Hubert, the Illinois Library Association’s representative to the ALA Council, presented her report on the Council actions. Council actions at the 2008 Annual ALA Conference can be accessed at

<http://www.ala.org/ala/ourassociation/governanceofficeb/council/councilactions/councilactions.cfm>

New Business

H. Cox mentioned that the ILA Fundraising Committee is interested in creating “Illinois Library Luminaries” on the ILA Web site. For \$1,000, the site would include a photo and brief biography of the individual. By consensus, the ILA Executive Board encouraged the Fundraising Committee to pursue this idea and present their criteria for inclusion on the Web site at the next ILA Executive Board on Friday, 21 November 2008.

B. Adamowski stated the ILA Marketing Committee is very excited about a number of projects. By consensus, the ILA Executive Board supported the idea of the Marketing

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Committee starting the process of putting together a statewide marketing campaign of "Go Green, Go to Your library." For more information on this initiative visit: www.fieldmuseum.org/ccuc/allies.html and click on Videos and view the video New Allies for Nature and Culture.

The meeting adjourned at 2:15 P.M.

Respectfully submitted,

Robert P. Doyle
Saturday, 2 August 2008