

## **APPLS Meeting Minutes September 4, 2014 – Hershey Lodge, Hershey PA**

The meeting was called to order. There were 25 members present and 3 guests.

The minutes of the April 22, 2014 meeting were presented, motion to accept by Sandra Collins and seconded by Cathi Alloway. Motion passed.

The recommendations from the June 27, 2014 session were presented, motion to accept by Jonelle Darr, seconded by Molly Rodgers. Motion passed.

The Treasurer's Report was presented, motion to accept by Denise Sticha, seconded by Jonelle Darr. Motion passed.

### Strategic Plan

After discussion it was determined that the vision of the plan could be adopted in substance as there are currently 5 possible words listed for a single sentiment. A wordsmithing group had been informally charged with working through that issue (Marilyn Jenkins, Joe Sherwood, Martina Kominiarek, etc) and will be doing so prior to the next meeting. Motion was made to accept the vision in substance, seconded by Joe Sherwood. During discussion, Cathi Alloway voted that knowledgeable should be the chosen word. Motion passed.

### Strategic Priority Committees

All work groups have started their process. Group #1 (define library systems and how we want to be evaluated) has been corresponding via email. Group #2 (define and benchmark community outcomes) has begun meeting and researching. Group #3 (advocate with county and state officials to strengthen systems) has been corresponding via email.

### APPLS Newsletter Template

ACLA worked with their social media consultant to create a new logo and template for a standard newsletter. Kimberley Hrivnak presented the designs, and asked who the audience is for the newsletter and who will be responsible for gathering the data and creating the newsletter. Motion to accept the new logo as presented made by Roberta Greene, seconded by Mary Garm. Motion passed.

There was discussion on the plan for undertaking the newsletter. Marilyn Jenkins reminded APPLS that there is no paid staff and they are not a 501c3, and inquired as to the level of commitment those in the group have to APPLS. Jonelle Darr suggested that funds be budgeted to pay someone to do the work, gather the information, track the current membership list, publish the newsletter and send out reminders. Cathi Alloway suggested that Google+ is less work than a newsletter, but that someone should be paid to take on the newsletter – whether it is a paid secretary or subcontracted. Denise Sticha volunteered that she is a board member with PCBL, and they use a modest amount for an executive secretary to keep the group on track. Marilyn Jenkins requested that Denise share the PCBL job description. Jonelle Darr moved that a draft of the position and salary requirements for an executive

secretary be done, seconded by Joe Sherwood. Motion passed. Bill Hudson suggested the possibility of contracting with another organization.

Further discussion on the newsletter pertained to the audience of the newsletter. John Brice moved that the newsletter be an internal document, at least until someone is hired to manage the process, seconded by Bill Hudson. It was mentioned that the most pressing concern is the handout that is provided for the Public Library Breakfast at PaLA. Marilyn Jenkins offered that ACLA would be willing to provide personnel to create the handout for the conference that is based on information received from the systems. Kimberley Hrivnak requested that all systems please submit a brief paragraph for possible inclusion in the PaLA handout no later than Friday, September 12 to [acla@einetwork.net](mailto:acla@einetwork.net). Motion passed.

The plan to break into the 3 working groups was interrupted as the meeting room was needed by the Hershey Lodge staff, so motion to dismiss by Lisa Erickson and seconded by Marilyn Jenkins.

In attendance

Members:

Cathi Alloway  
Diane Ambrose  
Therese Barry  
John Brice  
Sandra Collins  
Jonelle Darr  
Lisa Erickson  
Mary Garm  
Roberta Greene  
Lori Hinderliter  
Kimberley Hrivnak  
Bill Hudson  
Marilyn Jenkins  
Shelby Kinsey  
Rob Lesher  
Darlene Marshall  
Lyn Meek  
Cheryl Morgan  
Cesar Muccari  
Jodi Oliver  
Milissa Rawse  
Molly Rodgers  
Tim Salony  
Joe Sherwood  
Denise Sticha

Guests:

Stacey Aldrich  
Brian Dawson  
Glenn Miller