

Minnesota Reading Association

Executive Board

Date: 2/9/13

Location: Davanni's Roseville

Invitees Attend:

- Jen McCarty-Plucker
 - Jessica Crooker
 - Scott Voss
 - Deb Peterson
 - Linda Snowberg
 - Stephanie Brondani
 - Katie Bannon
 - Kate Kelly
-

1. Officer Reports

- a. Treasurer report—Linda
 - i. Checking account in good standing
 - ii. Mail is being delivered to the correct address
 - iii. \$47,000 is the balance
 - iv. Up-to-date on insurance
- b. Membership report—Stephanie
 - i. This does not include the two most recent events in January and February
 - ii. Definite connection to new members with events by councils and the annual conference
- c. Website update—Scott
 - i. Front page refresh monthly—keeping it updated
 - ii. Podcasts within a week
 - iii. About 700 hits a month; 400 are new hits
 - iv. Spike in hits always connected to eBuzz send outs
 - v. Need to encourage councils to use the website more, especially for event registrations
- d. Grants Update—Scott
 - i. Annually 2 MRA grants, 1 Joe Jubert, 3 smaller Joe Jubert boys book clubs, 1 Karen Lamb Johnson
 - ii. Only had 4 grant submissions—Joe Jubert to top one and have other amend to fit other grants
 - iii. In the future, we need to discuss the \$1000 match for MRA grants
- e. President - Jen

Minnesota Reading Association

- i. Review of mission, goals, and leadership team (currently doing well with these)
- ii. IRA Leadership Academy (June 27-29, Minneapolis)
 1. Who should go?
 2. Can we pay for council leaders?
 3. Perhaps we can pay based on percentage of membership? (Although the bigger councils have more funds to pay for their council)
 4. We can't afford to pay for hotels, but perhaps registration for 1-2?
- iii. LiRN update (one more session); need to start thinking ahead to next year
- iv. CMRC Symposium reflection (went very well)
- v. Elections
 1. Need to hold elections
 2. Have a VP candidate (Sue Paasch)
 3. Julie Scullen will be on the ballot for MRA-IRA Coordinator; is also on IRA ballot
- vi. March 9 is the full-day leadership meeting: Goal to having working committee time
 1. Conference
 - a. Marketing plan (need to hold each council accountable to have more attendees at the annual conference)
 - b. Partnership for 2014 Conference with Hamline
 2. Early Literacy Council
 3. Revive W, N, NW Councils

2. Council Visit Reports

- a. Deb is going to SW April 16 for their 50th anniversary celebration
- b. Scott is going to SE
- c. Jen communicated with Central
- d. Katie is working on going to Arrowhead
- e. Jessica and Jen went to MAR

3. Newsletter update

- a. Katie is waiting for Celebrate Literacy honorees and will get it out by the end of the weekend

4. Conference Update

Minnesota Reading Association

- a. Theme: Get Real about Reading and Writing, Reading and writing for authentic purposes
- b. Lester Laminack is booked, using children's literature to work for civility
- c. Mackin - sponsorship for dinner
- d. Goal to have registration live by Feb 21 for next LiRN date
- e. Will have a postcard, but won't have a paper registration form printed (will have option for people to print a registration card off website)
- f. Should continue to collect data about grades/position to know who comes to conference
- g. Do we want to track who is staying?
- h. Will still offer the MCRR discount even though the conferences are in different locations
- i. Postcard:
 - i. General cost for members
 - ii. Room costs and book by July 8
- j. Call for volunteers
 - i. Need to send out invitations for breakouts
 - ii. Will finalize volunteers on Mar 9 w- full leadership
 - iii. Need to decide on vendor liaison: will have vendors register online
 - iv. Scott volunteers for registration
 - v. Stephanie & Kate will work on authors (3 for author talks after lunch, short 10 minutes)
 - vi. Publicity chair (look to advertise with Ed MN - Scott will communicate with Ed MN)
- k. each council can send one leader for free, and exec board will not pay for dinner
- l. If we got 150 people there, we could make \$8-10,000
- m. Need to add a student fee

5. Celebrate Literacy

- a. Book sale: Kate
- b. Dessert: Jen will get these, Linda can help with table
- c. Sodas and coffee: Deb & Linda
- d. Paper products & table cloths: Jen
- e. Centerpieces: Katie
- f. Silent auction: Stephanie
- g. Welcomer: Jessica and Scott
- h. Writers are readers: Scott
- i. Legislator contact: Eva?

6. Future Meeting Dates

Minnesota Reading Association

- a. Celebrate Literacy, Mar 8, 7 pm, (arrive around 5)
 - b. Leadership meeting, Mar 9 (exec board at 8 am)
-

Minutes prepared by: [Kate Kelly_Feb 9, 2013]