



## Leadership Minutes

Date: May 6, 2017

10-12pm

Maple Grove Library

Present: Mary Lillestol, Carey Seeley, Megan Rogholt, Sue Paasch, Jennifer Malecha, Mary Hrehra-Johnson, Alice Kos, Madeleine Israelson, Linda Snowberg, Cory Stai

Absent: Sara Naegeli

Agenda Item	Notes	Action/Next Steps
Welcome: Bright spot in your work regarding literacy	Welcome to Mary Hrehra-Johnson (mary.hrehra-johnson@mpls.k12.us), interested in Vice President role	NA
Officer Reports	<p>Secretary--Everyone take 2 minutes to review <a href="#">the minutes from last time</a>.</p> <p>Treasurer</p> <ul style="list-style-type: none"> <li>● Need to discuss how treasurer position is different; how to change; implications of council events having large numbers and taking in more money</li> <li>● If take in more than \$50,000 tax filing becomes more complicated</li> <li>● Linda is trying to simplify and prepare how-to materials to pass off</li> </ul>	<p>Summer work on sub committee developing transition/preparing for next year materials-possibly during summer meeting</p> <p>Transition:</p> <ul style="list-style-type: none"> <li>● Hire accountant/book keeper?</li> <li>● Mary will ask other state councils what they do</li> <li>● Linda will craft questions</li> </ul>

	<p>treasurer position</p> <ul style="list-style-type: none"> <li>● Paypal fee: MRA has absorbed historically-should councils pay fee?</li> <li>● Linda shared Balance Sheet and Profit and Loss handouts</li> <li>● Reviewed Transaction Report; accounted for individual transactions</li> <li>● <b>Linda made motion to explore hiring a consultant for book-keeping; Carey seconded. Passed unanimously.</b></li> <li>● Discussed possibility of legal consultation too. Consider becoming a charitable organization (donations would be tax exempts).</li> <li>● Tax exempt status for MN is lapsed</li> <li>● Liability insurance? Possibly lapsed</li> </ul> <p>Membership</p> <p>Subscribe to ILA or sign up for event and get a MRA membership?</p> <ul style="list-style-type: none"> <li>● Monthly reports were sent out to councils</li> <li>● Cleaned up and archived lapsed and incorrect emails, member data</li> <li>● 752 active members at present</li> <li>● <b>Sue motion to have one more meeting between now and summer meeting; Mary second, approved unanimously. Scheduled for June 3, 10-12</b></li> </ul> <p>MDE</p> <p>Highlights</p>	<p>about treasurer position to ask of other similar organizations</p> <ul style="list-style-type: none"> <li>● Meeting with Scott, Linda, Sarah and book keeper to discuss next steps?</li> <li>● Carey will connect with colleague at MPS to discuss consulting</li> <li>● Megan will talk to her father-in-law</li> <li>● Linda will look into renewing MN tax-exempt status</li> <li>● All board members will look into resources, connections, etc. to guide through considerations for nonprofit management</li> </ul> <p>At summer meeting talk about how to build on Lucy event and think about supporting writing across the state; calendar of council events; increase statewide support</p>
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Grad student requests: Mary Lillestol	Should we forward to members, or no?	
ILA Transition Updates -	<ul style="list-style-type: none"> <li>- <a href="#">Letter to ILA</a> from MRA</li> <li>- March 8, <a href="#">new option</a></li> <li>-</li> <li>- <a href="#">Updated email</a> from ILA slide 16:</li> <li>- Board reviewed email correspondence from ILA; they want to hear from us by June 2, 2017</li> <li>- Carey suggested we communicate to ILA that we would like them to file our tax exempt status and name affiliation for \$300-400 (we cannot afford \$2000 for this); if they cannot accommodate this we cannot affiliate with ILA</li> <li>- Cory suggested paying the \$300 to put logo on website (limited affiliation, non-exempt option)</li> <li>-</li> </ul> <p style="margin-left: 40px;">Propose a sliding fee that is universal across all of the states, based on membership numbers.</p> <ul style="list-style-type: none"> <li>- State Reading Associations' Facebook</li> </ul> <p>Need an ILA Coordinator</p>	<p>By Friday, June 2nd there needs to be action taken.</p> <p>Mary will send out letter for local council input - if you have concerns</p> <p>Mary Lillestol will respond to <b>Avery Bredice w/ letter of intent that we're proposing \$300 are willing to go to \$500 for filing of tax exempt status and use of logo: <a href="#">See draft letter</a></b></p> <p><b>Mary will email all members describing plan (above) and asking for objections</b></p>
Prepare for official transition to new officers	Vote on new members	
<b>MRA leadership ballot (see voting)</b>	<b>Elected</b> Treasurer - Sara Naegeli (accepted)	At March 4 Request councils to advertise for VP position, and May

<p><b>procedures below)</b></p> <p><b>elected officers:</b>  Past President,  President,  President-elect,  Vice-president,  Secretary,  Treasurer,  Membership Director,  and ILA Coordinator.</p> <p><a href="#">Bylaws</a></p>	<p>ILA Coordinator - Sue Paasch (interested)  Membership Director - Jennifer Malecha  VP-Mary HJ (interested)</p> <p><b>Appointed</b>  Grants chair - (Annie Ittner is moving - suggesting Maggie Struck is a PhD graduate from UMN and a new literacy professor at Hamline)</p> <p>Web master</p> <p>Social Media: Communication/Social Media--once a month push out new resources and Highlights w/in just 4 times?  Carey has reached out to Nancy Mai, a colleague from MPS. She has accepted!</p> <p>Highlights Editor</p> <p>Celebrate Literacy</p> <p>MDE Liaison</p> <p>LiRN liaison &amp; special events to treasurer  (Eva Boehm may be interested)</p> <p>Suggestion - "Communications": social media, webmaster</p>	<p>6 meeting determine final.</p> <p>Mary Johnson nominee May attend March 4</p> <p>Discussion of ILA July 15-17 in Orlando, FL</p>
<p>Collaboration with MCTE?</p>	<p>Hi, Mary.  I heard back from our treasurer, Rachel. She said that</p> <p>"there has actually been no financial impact. We had so few memberships coming in separate from registrations for events, that this was actually the more robust method for keeping our membership lists full. Once we</p>	<ol style="list-style-type: none"> <li>1. Share each other's events</li> <li>2.</li> </ol>

	<p>moved to primarily digital communications, there was almost no cost to us for maintaining someone's membership."</p> <p>Our previous membership fee was small (\$10?? I can't quite remember), so now this is pretty much just rolled into event registration. We used to send out paper newsletters to all members--which got kind of costly--but now, as Rachel notes, electronic communication eliminates those costs.</p> <p>Best, Elizabeth</p>	
End of fiscal year work?		
<p><b>Peripheral Vision</b> Sue's son's business for marketing, etc.</p>		
Conference details	<p>Current registration - 3 Work towards recruiting more participants--facebook, flyers, word of mouth, emails, etc. Door prizes - Christopher Lehman books? Common Core books--Jeff Zwiars (gift from MAR &amp; Deb Peterson)</p> <p>MRA Info Table?</p>	<p>Schedule dinner night before Hamline day; Alice and Carey will start scheduling, looking for corporate sponsor, making reservation, etc.</p>
Upcoming year - Focus on writing across MN, following Lucy event	<p>*Also highlights from <b>Lucy Calkins</b> workshop.</p> <p>Shift from Hamline - collaborate with TCRW</p> <p>*Also focus on Celebrate Literacy:</p>	

<p>Planning summer leadership meeting</p>		
<p>Discuss possibilities of starting a principal council</p>		
<p><a href="#">Honor council status</a> - what needs to happen?</p>		
<p>Revisit committees for completing the work</p>	<p><b>Section 3 Finance Committee</b></p> <p>The Finance Committee shall examine the income and expenditures of MRA on a regular basis or at least a quarterly basis and shall be responsible for preparing the annual budget. The Finance Committee shall oversee the a yearly audit of the Association finances and present the audit report to the Executive Board. Members of the Finance Committee shall be at minimum President, President-elect, Vice- president, Past-President and Treasurer.</p> <p><b>Section 4 Conference Planning Committee</b></p> <p>The Conference Planning Committee shall organize the annual conference. The President-Elect shall serve as Chair of the Conference Planning Committee with the assistance of the vice president. The Past President and the President shall be advisers to the Conference Committee.</p> <p><b>Section 5 Grants and Scholarship Committee</b></p> <p>The Grants and Scholarship Committee shall be responsible for the development of grants and scholarships for the Association; the solicitation, evaluation, and selection of recipients of the funds; and</p>	

the distribution of funds in accordance with the guidelines set forth for individual grants and scholarships. The Vice President shall serve as Chair of the Grants and Scholarship Committee.

**Section 6 Newsletter Committee**

The chair of the Newsletter Committee will serve as editor of the newsletter. The Newsletter Committee is responsible for the quarterly publication and distribution of the Association newsletter. The Newsletter Committee is responsible for the timely, accurate, and objective publication of the activities, issues, and information that pertain to the business and mission of the Association.

**Section 7 Website Committee**

The chair of the Website Committee shall serve as the webmaster for the official website of the Association. The Website Committee is responsible for the timely electronic distribution of information about the Association, updating website information, and the electronic storage of Association documents and information.

**Section 8 Celebrate Literacy Committee**

The chair of the Celebrate Literacy Committee will be responsible for the planning of the yearly Celebrate Literacy event, including the Writer are Readers Celebration, the Celebrate Literacy Award, Exemplary Reading Program Award, and any other award given or recognized at the Celebrate Literacy Reception.

**Section 9 Advocacy Committee**

The Advocacy Committee shall share information with the Association about legislation and licensure issues pertaining to reading and literacy.

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