

**MICHIGAN READING ASSOCIATION  
BOARD OF DIRECTORS MEETING MINUTES**

**February 8, 2014  
Amway Grand Plaza Hotel  
Grand Rapids, MI**

**Board of Directors in attendance:**

M. Howell	D. Halstead	L. Rivard	L. Madden	L. Suckow	E. Nelson	S. Piazza
C. Shelton-Harris	T. Sippola	B. Hammond	A. Bean	K. Allmen	M. Cooper	S. Kottke
C. Mestdagh	T. Campbell	R. Grier	B. Rise			

**Board of Directors absent:**

S. Sharma      G. Velchansky

**Committee Members in attendance:**

P. Marchuk	S. Codere	Kelly V. Les	L. Rose	A. Brunett	R. Smith	M. Klemp
M. Curtis	L. Dupuis	N. Fairchild	L. Storey	S. Shellady	C. Sharp	C. Shanahan
A. Kubacki						

**Committee Members absent:**

T. Hicks      L. van Belle      L. Pavonetti      M. Deschaine

**I. Call to Order**.....M. Howell

- Meeting called to order at 8:40

**II. Changes to the agenda** (Discussion items and announcements only)

**III. Approval of October 19, 2013 Board Meeting Minutes**..... L. Madden

18-13 R. GRIER MOVED TO APPROVE MINUTES; SECOND BY S KOTTKE. MOTION APPROVED.

**IV. Officer Reports**

A. President.....M. Howell

- Working on promoting conference

B. President-elect.....D. Halstead

- Provided update on conference registration, promotions, and sponsors

C. Vice-President.....L. Rivard

- Will share conference 2015 later

D. Treasurer.....L. Suckow

- Working on next year's budget with office
- Held budget meeting last night; things are moving forward
- Current budget in packet; board members are welcome to ask questions

E. MRA/IRA Coordinator.....E. Nelson

- Reminder leadership is August 13 & 14 in Grand Rapids
- IRA will be changing their name to ILA International Literacy Association
- Met with region reps and talked about how to reach younger membership via technology (i.e. EduCamps)

- F. Membership.....S. Sharma
- Promoting membership through publication, conferences, and social media
  - Worked with IRA to get their membership information in our publications
  - 2,096 current members. Will likely increase at conference time.

**V. Committee Reports**

- A. Reports.....Region Reps & Committee Chairs
- Publications: working with committee to update and revise publications. The committee is revising early literacy document to make it user-friendly for parents, as well as provide in various languages.
  - Kaleidoscope: there are currently 96 submissions
  - Region 6: Washtenaw council dissolved, but Sean is working with a Washtenaw literacy coalition to see if we can partner.
  - Office Personnel: completing evaluations
  - Historian: working on archives
  - Region 8: Tamara met a slam poetry group that she would like to
  - News and Views: will be going to print soon.
  - Awards: Announced winners of literacy awards. Thanked the board for their nominations for the Gwen Frostic award.
  - Member-at-large C. Harris: She and B. Nelson will be presenting at CLASS in April.
  - Member-at-large S. Piazza: MARP will be meeting during the conference.
  - Great Lakes/Great Books: everything is in for the year. Committee met last week on the new ballot for next year. Lynette will have a session at the conference, and there will be an exhibit. The committee received an award from MAME (Michigan Association for Media Education) for promoting reading
  - Public Relations: working on getting the word out on the annual conference and the summer conference. Considering ways to promote the conference on opposite sides of the state.
  - M. Klemp encouraged board members to attend the Past Presidents’ dinner.
  - Office Update: Registration is going much more smoothly than previous year. System is set up so that registrants know if they owe money, which will alleviate issues at the conference. Nothing will be mailed out before the conference. The office has hired a temporary support person to assist with the conference. Deposit was sent in for 2016 conference at Cobo Hall. There are about 100 exhibitors for 2014, and a number of sponsorships. Laura continues to find ways to promote our organization with others. Working on a new connection with Michigan Library Association. E.L.L flip-charts are very popular; had to order more.
- B. Administrative Coordinator  
Report..... L.Guzman

**VI. Discussion Items**

- A. Strategic Plan update.....L. Suckow
- Group met last night to begin crafting belief statements
  - Will send drafts out via email
- B. Expectations at annual  
conference..... D. Halstead
- Packet includes board member activities for the conference
  - Board members are asked to put all events on their conferences
  - The 2015 conference will be kicked off on at the Monday general session
  - Sign-up sheets are going around to assist with registration and speaker introductions
  - Will put sign-in sheets on Google Docs
  - Registration will be at the DeVos place

- C. Ad hoc Committee on sponsorships..... K. Allmen
  - Exploring how and if we should work with other organizations to “swap” sponsorships
  - Trying to figure out how this might work financially, etc.
  - Will continue the discussion, and have plans to move forward
- D. MARP as a new council..... S. Piazza
  - Michigan Association of Reading Professionals is proposing to the board to become a Special –Interest Council
  - Will formally propose when IRA lifts the hold on new councils
  - L. Rose stated that a similar council existed many years ago, and that it would be nice to have a group like this again.
- E. Diversity Committee suggestion.....S. Piazza
  - Committee will be meeting at the annual conference
  - Trying to come up with ideas to provide support and increase participation from underserved areas
- F. Conference Speaker Registration Fees.....D. Halstead
  - Spoke with other conference leaders from other organizations
  - MACUL charges \$50 for presenters
  - Need to consider as a board if we want to provide a reduced fee for future conference presenters.
  - L. Guzman: one sponsor provided all presenters with a 1-year membership to Lesson Planet
  - T. Campbell: suggested renewing their membership at no cost.
  - E. Nelson: many schools are not supporting conference attendance.
  - L. Madden: requested that office provide an approximate number of presenters and what the financial impact may be with a reduced or waived fee.
  - L. Suckow: suggested a half-price registration.
  - E. Nelson: asked that we look at what the cost would be with the various scenarios.
  - T. Campbell: could invite them to a special celebration
  - L. Guzman: will bring more information to the next meeting
- G. Pinterest Board.....B. Nelson
  - Pinterest is becoming one of the most popular social networking sites.
  - Currently underutilized by MRA.
  - Suggested having boards with different topics relative to literacy instead of listing individual boards.
  - Could look at the conference strands to create the various categories.
  - This could potentially increase involvement.
  - C. Sharp: commented that we are also underutilizing twitter, as well.
  - D. Halstead: connect Jessie about access to the @michiganreading account.
  - Use #MRA14 in tweets.
  - T. Campbell: need to provide “how-to” sessions.
  - L. Madden & C. Sharp will moderate a twitter chat one week prior to conference
  - E. Nelson: suggested a tweet “cheat-sheet” for those new to twitter

**VII. Action Items**

- A. Ad hoc committee on sponsorship.....K. Allmen

~~**19-13 COMMITTEE MOVES THAT NON-PROFIT ORGANIZATIONS BE GIVEN FREE ADS IN MRA PUBLICATIONS IN EXCHANGE FOR MRA ADVERTISEMENTS IN THEIR PUBLICATIONS. (MOTION WITHDRAWN)**~~

- Discussion: L. Guzman: asked if proposal limited to only non-profits. K. Allmen: at this time, committee left it at the non-profits. L. Guzman: would like to meet with committee. Even local councils pay for ads, but we have also worked with for-profit organizations for equivalent swaps. S. Piazza: there are a number of organizations that would take advantage of this opportunity.

**20-13 T. CAMPBELL MOVES THAT MOTION 19-13 TO SWAP PR RESOURCES WITH NON-PROFITS BE TABLED FOR DISCUSSION AND ACTION UNTIL THE MAY 2014 MEETING; SECOND BY B. NELSON; ALL IN FAVOR; MOTION APPROVED.**

- Discussion: S. Piazza: need more criteria so that board can make an informed vote; D. Halstead: requested more clarification; B. Smith: Literacy fund only had 2 applicants this year, but usually have 5 or 6; L. Guzman will get more information on what others have done.

B. Waived registration for award recipients..... M. Klemp

**21-13 AWARDS COMMITTEE MOVES THAT THE REGISTRATION FEE BE WAIVED FOR EDUCATOR AND LITERACY AWARD RECIPIENTS TO INCLUDE ONE PERSON TO REPRESENT A GROUP. ALL IN FAVOR; MOTION APPROVED**

C. Mission Point 2015-2016 Proposal..... L. Guzman

**22-13 T. CAMPBELL MOVES TO ACCEPT THE PROPOSAL TO HOLD THE SUMMER LITERACY CONFERENCE AT MISSION POINT RESORT FOR 2015 AND 2016; SECOND BY L. SUCKOW. ALL IN FAVOR; MOTION APPROVED.**

- Discussion: L. Rivard: wondered if there are concerns for having it in the same place. S. Piazza: consider having a scholarship for a couple of rooms for those who may not be able to afford it. D. Halstead: consider looking for sponsors to cover some rooms and registrations. L. Guzman: making the decision about location now will give her more time to work on sponsorships and promoting the conference. C. Sharp: difficult to convince schools to support the conference. L. Guzman reiterated that she will work on finding more support. D. Halstead: has found it's typical that MRA and MACUL conferences are approved for Title grants. L. Suckow: this is an opportunity for UP teachers to participate. L. Madden: 2 issues-financial and perception of it being a "vacation-destination." Can we work to change the perception and also make it affordable to all?

D. Conference 2015 Co-chairs.....L. Rivard

**23-13 L. RIVARD MOVES TO ACCEPT G. VELCHANSKY, A. KUBACKI AND THE NEW VICE-PRESIDENT TO BE NAMED AT THE MARCH 2014 MEETING AS THE 2015 CONFERENCE CO-CHAIRS. ALL IN FAVOR; MOTION APPROVED.**

E. International Project.....C. Sharp

**24-13 INTERNATIONAL PROJECT COMMITTEE MOVES TO SUPPORT LITWORLD. ALL IN FAVOR; MOTION APPROVED.**

- Discussion: N. Fairchild: clarification in what we will do. C. Sharp: sending funding will go directly to LitWorld for books and other literacy needs that we want to support. T. Campbell: asked how regional representatives can support. C. Sharp: has a one page explanation; can also send link to blog.

### **VIII. Announcements**

A. Congratulations ..... M. Howell

- Leah vanBelle had a baby boy!
- GLGB's MAME award

- Sue Sharma was published in Reading Today
- Sean Kottke was interviewed in the Battle Creek Enquirer

B. Communications ..... M. Howell

- Has been receiving numerous communications requesting partnerships

C. Google Docs..... L. Madden

- Shared “how to” access the drive and how to edit reports.

D. Conference 2015 promotions..... L. Rivard

- Seeking ways to get more people involved in the theme of the conference and the bigger picture. Discussion about traveling artwork and inviting artists to provide their perception of Social Justice. Would also like to use video to get others involved. Explained the poster and the wording that was selected and why.

E. OTHER:

- M. Klemp announced that Kelly Dipucchio was selected for the Gwen Frostic award.
- L. Rivard suggested we invite the Grand Rapids mayor to the dinner.
- R. Smith shared a book by Don McCabe, who will be speaking at the adult literacy conference.
- Numbers for high school day: 170 students are currently registered.
- L. Guzman asked board members to register for the conference ASAP.
- L. Madden reminded board members to vote.

X. Adjournment .....M. Howell

**25-13 D. HALSTEAD MOVED TO ADJOURN. SECOND BY R. GRIER. ALL IN FAVOR. MEETING ADJOURNED AT 11:14.**