

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

**October 19, 2013
Doubletree
Bay City, Michigan**

Board of Directors invited:

M. Howell	D. Halstead	L. Rivard	L. Madden	L. Suckow	E. Nelson
S. Sharma	S. Piazza	C. Shelton-Harris	G. Velchansky	B. Hammond (via conference call)	
A. Bean					
K. Allmen	M. Cooper	S. Kottke	C. Mestdagh	T. Campbell	R. Grier
B. Rise					

Committee Members invited:

P. Marchuk	S. Codere Kelly	L. van Belle	V. Les	L. Rose	A. Brunett
R. Smith	M. Klemp	M. Curtis	L. Dupuis	N. Fairchild	L. Storey
L. Pavonetti	C. Sharp	C. Shanahan	A. Kubacki	T. Hicks	M. Deschaine

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

- Meeting called to order at 8:08

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

- Changes notes

III. Approval of July 11, 2013 Board Meeting Minutes..... L. Madden

10-13 G. VELCHANSKY MOVED TO APPROVE; A. KUBACKI SECONDED. MOTION APPROVED

IV. Officer Reports (additions to written [report](#))

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|---|-------------|
| A. President..... | M. Howell |
| a. Also represented MRA at UP conference. Over 180 participants | |
| B. President-elect..... | D. Halstead |
| a. Conference planning meeting following | |
| b. Conference is going well. More information in January | |
| c. Video will be up shortly | |
| d. Will be able to register now online | |
| C. Vice-President..... | L. Rivard |
| a. Details on MRA conference 2015 will be forthcoming | |
| D. Treasurer..... | L. Suckow |
| E. MRA/IRA Coordinator..... | E. Nelson |
| a. Gave update on leadership happenings through IRA | |
| b. Encouraged council and regional reps to attend January meeting | |
| F. Membership..... | S. Sharma |

- a. 2,115 members as of September
- b. Encouraged board members to add title and conference information to signature line in email
- c. Members are asked to send Sue any ideas for promoting membership and conference attendance
- d. Working to promote MRA at universities
- e. Using Pinterest to promote MRA

V. Committee Reports

- A. Reports.....Region Reps & Committee Chairs
 - a. Technology: Shared Goals for 2013/14
 - b. Alicia Kubacki: provided legislative update. Encouraged membership to contact representatives. Be aware of online courses for high school and related legislation.
 - c. Nancy Fairchild will have a grant report at the January meeting
 - d. Lisa Rivard is exploring PR opportunities, but needs start-up funds
 - e. Leonie Rose reported that bookmarks are being updated.
 - f. Andrea Brunett reported on Adolescent Literacy and new committee members.
 - g. Leah VanBelle: gave an update on new copy editor/layout personnel. Current challenge is getting qualified research reviewers, and requested that board members send any possible volunteers.
 - h. Marcia Klemp provided an update on the revised award applications. Considering changes in where/when the Gwen Frostic award is presented. Also need to create press releases on award winners.

- B. Administrative Coordinator Report..... L.Guzman
 - a. Provided office update
 - b. Does have a media contact and will get that information to Mark and Lisa
 - c. Working with Cobo and future conferences
 - d. Training Tia on office procedures
 - e. Redesigning online registration and exhibitor registration/payment
 - f. Switched credit card companies and reduced costs
 - g. Working on website updates
 - h. Finalizing summer Literature Conference numbers
 - i. Working to streamline all procedures
 - j. Sending out information to all schools to promote conference
 - k. Liz Storey is working on Summer Literature 2014 and has met with Laura
 - i. "An Island Adventure: Exploring the Heart of Literacy"
 - l. Attended a conference on how to plan major conferences. Making good connections

VI. Discussion Items

- A. MRA Goals continued M. Howell
 - a. Will continue development of goals/beliefs. Mary expressed appreciation to everyone for their input.
- B. Waived Registration for Award Recipients M. Klemp

- a. Award recipients-discussed whether or not to waive for all groups or just a pass to the award event. L. Guzman: providing waiver for all is good PR. S. Sharma suggested a one day guest pass to visit exhibits and sessions. These are our ambassadors; make them feel special. May result in additional registrations. Marcia will take this information back to committee; will make an action item for January.

VII. Action Items

- A. Approval of Conference Co-Chairs L. Rivard
- B. Region 1 Representative M. Howell

11-13 M HOWELL MOVED TO APPROVE TRISH SIPPOLA AS REGION 1 REP. MOTION APPROVED

- C. Bookkeeper N. Fairchild

12-13 ON BEHALF OF OPC, N. FAIRCHILD MOVES THAT WE APPROVE HIRING OF TIA AS BOOKKEEPER 20 HOURS/WEEK AT \$15/HOUR. 12 APPROVED; 1 DENIED. MOTION APPROVED.

Discussion: any concerns will be addressed according to protocol. Currently on the job pending board approval.

- D. Diversity Committee name change.....L. Van Belle

13-13 DIVERSITY COMMITTEE MOVES THAT THE NAME BE CHANGED FROM DIVERSITY COMMITTEE TO DIVERSITY AND SOCIAL JUSTICE COMMITTEE. ALL IN FAVOR. MOTION APPROVED.

Discussion: need to review by-laws/policies and procedures and process for requesting change.

- E. Publications Co-Chair.....L. Rose

14-13: PUBLICATIONS COMMITTEE MOVES THAT SUZANNE SHELLADY BE APPROVED AS CO-CHAIR OF THE COMMITTEE.

- F. Ad for annual conference.....M. Howell

~~15-13 D. Halstead moves that we waive costs for a Reading Recovery Council of Michigan advertisement in exchange for a Michigan Reading Association Advertisement in their conference booklet.~~

Discussion: need to set parameters for other organizations that may make this request. Need to align with our organizational goals.

15-13 D. HALSTEAD MOVED THAT WE FORM AN AD-HOC COMMITTEE TO REVIEW HOW TO WORK WITH ORGANIZATIONS ON PLACING ADS IN THE CONFERENCE BOOK. SECOND BY BETH NELSON. MOTION APPROVED.

- G. Laura’s evaluation.....N. Fairchild

16-13 OPC MOVES THAT LAURA GUZMAN’S CONTRACT AS OFFICE COORDINATOR BE EXTENDED FOR ONE YEAR. ALL IN FAVOR. MOTION APPROVED.

Discussion: L. Rivard: asked if we have offered [information](#) to employees relative to the federal healthcare requirements. L. Rivard: evaluation tool needs to be updated. Believes there was no transparency. M. Howell: need to stay focused on the motion. L. Van Belle: asked about protocol for evaluation; M. Howell said that can be addressed after the meeting with the OPC chair. Will include this as a discussion item in January.

VIII. Announcements

A. Conference Locations L. Guzman

- a. Shared presentation of Cobo Hall, which will be ready by 2016.
- b. Need to start getting sponsorships now.
- c. Free wi-fi

B. Website Updates..... J. Hughey

- a. Shared updates currently in progress

X. Adjournment M. Howell

17-13 S. SHARMA MOVED TO ADJOURN MEETING. SECOND BY T. CAMPBELL. ALL IN FAVOR; MOTION APPROVED. ADJOURNED AT 10:20 A.M.