

**MICHIGAN READING ASSOCIATION**  
**BOARD OF DIRECTORS MEETING MINUTES**  
**January 9, 2010**  
**Embassy Suites Hotel**  
**19525 Victor Parkway**  
**Livonia, MI 48152**

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**Members in Attendance:**

Andrea Brunett	Nancy Fairchild	Nicole Martin	Becky Borglin
Mary Howell	Nell Duke	Patti Graham	Cindy Clingman
Sue Sharma	Lynn Bigelman	Lynette Suckow	Jeff Beal
Amber White	Kathy Operhall	Rosemary Grier	Dee Halstead
Pat Gallant	Heather Jensen	Grace Velchansky	Carrie Muessig
Marcia Klemp	Victoria Les	Andrea Valo	Dennis Graham
Lisa Houk	Adnan Salhi	Kari Routledge	Geri Pappas
Linda Winslow	Ingrid Snyder	Troy Hicks	Joyce O'Brien Cradit
Karen Feathers	Lisa Spinelli Partogian		

**Guests:**

Clodie Martin, President, Wayne County Reading County

**Members not in Attendance:**

Erin Donovan	Terry Pawl	Rita Maddox	Laura Guzman
Leonie Rose	Megan Howd	Tamara Jetton	Tracy Hales
Lynnette Van Dyke			

**I. Call to Order.....P. Gallant**

- The meeting was called to order at 8:38 A.M. Members were welcomed and new Membership Chair, Joyce O'Brien Cradit, and Region 3 Representative, Linda Winslow, were introduced.
- The Sign In sheet was passed to each member.
- President Gallant announced that there would be no official time limits for discussion unless needed.

**II. Changes to the Agenda (Discussion/Action Items Only)**

- Discussion Item J: Genre Bookmarks
- Discussion Item K: News and Views
- Discussion Item L: Non Profit Status of MRA

**III. Approval of October 2009 Board Meeting Minutes**

**01-10: Dee Halstead offered the motion to approve the October 2009 Board Minutes. Joyce O'Brien Cradit seconded. Motion approved.**

**IV. Officers' Reports/Updates (\*information included in Board packet)**

A. President .....P. Gallant

- congratulated board for getting News and Views (2 editions) CaaG, a Michigan Reading Journal and a ConstantContact into the hands of the membership since the last board meeting.
- attended IRA Great Lakes Regional Symposium in Grand Rapids on October 28-29. Assisted with speaker introductions, met with IRA Leadership Development Associate Jane Kline, and assisted at MRA/IRA table
- met with Amway business representatives and T. Pecht in Grand Rapids to discuss terms of the proposed five year contract
- met with Detroit Marriott business representatives and T. Pecht and J. Beal in Detroit
- consulted with Brenda Townsend at IRA and contract attorneys regarding hotel contracts for 2011-2014
- met with Michigan Reading Journal co-editors in Mt. Pleasant
- chaired MRA Executive Committee meeting on November 7 in Lake Orion.
- attended Michigan Reading Recovery conference in Lansing on November 19 – 20. Exhibited MRA membership, publications and conference materials and promoted the conference from the podium.
- met with new Director of Membership Joyce O'Brien-Credit
- wrote letters or messages for News and Views, Michigan Reading Journal, Kaleidoscope, and 2010 Conference Program Book. Reviewed first issue of MRA Bulletin Board for Constant Contact
- worked with K. Operhall on MRA president's components of 2010 conference
- communicated with several committee chairs about committee goals and action plans

B. President-Elect..... K. Operhall

- gave update on conference.
- thanked office staff for keeping everyone on task.
- note that numbers were on par with last year; pre-conference : ahead of last year with registrations
- encouraged Board to promote conference; Title II money can be spent on conference registration.
- encouraged board to help find additional sponsorships; exhibits are behind last years in number.
- attended board meeting weekend in October, 2009
- attended executive committee meeting
- attended budget committee meeting
- attended strategic planning committee meeting
- worked closely with Lisa Charland getting Conference at a Glance proofed and edited.
- completed CaaG; to be sent out the week of December 7, 2009.
- secured several more featured speakers and authors; contracts sent out via MRA office.
- worked with Erin Donovan and Heather Jensen on securing Michigan authors.
- planning second conference planning committee meeting for January 10, 2010.
- wrote article for News and Views (January/February edition)
- attended IRA regional conference
- promoted 2010 conference at MRA table with posters and flyers

C. Vice-President ..... S. Sharma

- passed around the prototype of conference 2011 poster
  - attended executive committee meeting on November 7, 2009
  - securing speakers for the 2011 conference.
  - worked with the graphic artist on the 2011 conference poster.
- D. Secretary ..... T. Pawl
- gave thanks from Terry Pawl read by Pat Gallant
  - reminded Board that secretary needs to be informed if there is no report.
  - note Annual Report will be due for March conference meeting. Annual report should contain a summary of activity since July 1, 2009.
  - submitted Board Brief for News & Views
  - attended executive committee meeting on November 7, 2009
  - attended MRA PPLF meeting November 14, 2009
  - completed October 2009 minutes
  - prepared and submitted January Board Reports
- E. Treasurer.....J. Beal
- held budget committee meeting
  - completed Treasurers Report
  - reviewed profit/loss vs. actual – on track.
  - conducting an extensive review of MRA’s expenses in anticipation of the yearly budget meeting.
  - attended executive meeting on November 7, 2009
- F. IRA/MRA Coordinator.....Dee Halstead
- reported some councils have given up on Honor Council because point system made it difficult for them to apply this year.
  - talked with region reps and will be able to work with councils this year. Language will be cleaned up for next year.
  - reported that luncheon is on track for conference (local council presidents)
  - selected venue for MRA Leadership Institute and developed focus on literacy and technology
  - communicated with region representatives and council presidents
  - collected and organized Honor Council forms from councils
  - creating the Winter Newsletter for presidents and region representatives
  - communicated with IRA on behalf of the councils on a variety issues ranging from IRS questions and beginning new councils
  - collected monthly logs from region representatives for the months of October, November and December
  - planning the June 2010 Leadership Conference.
  - met with Executive board discussing the Detroit/Grand Rapids conference venues
  - wrote articles for News and Views
  - beginning process of re-applying for MRA/IRA Coordinator
  - assisted Copper County Reading Council and MALC who are re-writing bylaws and needed assistance from IRA
- G. IRA/MRA Membership.....J. O’Brien Credit
- note that there are currently 3406 members
  - contacted Christi Stull and Megan Howd (student membership chair)
  - willing to visit local councils

**V. Regional Representatives’ Reports/Updates**

*The Michigan Reading Association is a dynamic and diverse organization whose mission is to promote literacy.*

(Pat Gallant encouraged region representatives to invite her to a meeting or seminar this spring, She is on sabbatical and has the flexibility to visit and support them.)

A. Member-at-Large ..... K. Routledge

- attended October board meeting
- sent Dee Halstead, Coordinator, Honor Council forms from other councils
- started contacting friends to attend MRA 2010 conference in Detroit Michigan
- submitted News and Views article from Michigan Adult Literacy Council (MALC)
- emailed MALC president for current events - no response
- reported that Adolescent Literacy Council has a book study on Kyrene Beers book and would like to have more participants.

B. Member-at-Large ..... A. White  
Celebrate Literacy: A Student Society (CLASS)

- planned CLASS banquet for December 2, 2009.
- developed a website for CLASS that contains meeting dates, minutes, as well as upcoming events and newsletters
  - find CLASS website at <http://sites.google.com/site/classracmu/home>
  - maintenance of site by Alison Tuma, CLASS Secretary
- began collaboration with a local middle school and high school to develop a writing club
- working towards MRA Honor Council and IRA Honor Council
- arranged to have guest speaker, Mary Hennessey, visit CLASS on November 18<sup>th</sup>
  - Mary is a young adult librarian from East Lansing Public Library
  - discussing the power of book talks and how to get kids excited about reading
- intending to send student volunteers to assist at the MRA 2010 “Weaving a Tapestry of Readers & Writers” Conference

MRA Title I Special Interest Council

- scheduled e-meetings for the month of November and December
- working toward MRA Honor Council
- received \$300 from General Council Grant
  - use monies to publish “Boys & Books” brochures for the council’s literacy project
- getting the word out that Steven Layne will be the Title I Luncheon speaker at MRA’s *Weaving a Tapestry of Readers and Writers* Conference on Monday, March 22, 2010
  - received \$2,000 luncheon sponsorship from Suzanne Klein, with WriteSteps
  - discussing format and venue for the Annual Meeting in March
- planned a fall workshop, *Teachers as Expository Writers: Exploring our Practice, Enhancing Student Learning*, on Monday, November 16<sup>th</sup> at the Lapeer County Education and Technology Center in Lapeer, Michigan
  - sent numerous e-flyers out (even placed on local county list serv), but had extremely low registration number
  - decided to postpone event and contacted the handful of registrants who were interested
  - will re-examine topic, location, and time before rescheduling or planning an upcoming January or February event

SVSU TALL Readers Student Special Interest Council

- resurrected TALL readers. Lisa Metcalf, SVSU will be the university sponsor, and is working hard to get things moving in the right direction.
  - praised council and affiliate services (Beth Cady) of IRA for being extremely helpful in the process.
- C. Region 1 ..... L. Suckow  
Eastern U.P. Reading Council
- sent publicity materials for 2010 MRA Conference
- Marquette-Alger Reading Council
- sponsored ad for 2010 MRA conference program booklet
  - distributed publicity materials for 2010 MRA Conference
  - submitted all forms for honor council
  - received \$250 Parent Involvement Grant
  - received \$400 Young Authors Grant
  - received \$300 General Council Grant
  - submitted Activity Logs for October, November, December
- D. Region 2 ..... T. Hales  
Sunset Coast Reading Council
- participated in Ludington's Friday night live over the past summer. Booth was open for children to listen to books and then make character puppets. A drawing for book giveaways was also held.
- Rosen Reading Council
- no contact after numerous emails and phone calls.
- Traverse City Possible Council
- met with Barb Hammond, literacy consultant with TBA on December 16<sup>th</sup> to discuss the possibility of starting a local council in the Traverse Bay area. There is some solid interest, even though there needs to be at least 20 members to begin a local council.
  - will give paperwork for Barb Hammond, forwarded to me from Dee Halstead.
- E. Region 3 ..... L. Winslow
- attending Kent Reading Council meeting on February 2, 2010
  - attending Western Dune Reading Council meeting on February 17, 2010
- F. Region 4 ..... M. Howell  
Bay Area Reading Council
- elected new president for the council, Jill Bartlett
- Flint Area Reading Council
- hosted Great Lakes, Great Books
  - promoted membership through authors event
  - held fundraiser event November 20
  - invitation to service learning project involving writing holiday cards for senior citizens
  - began book study with many in attendance
- Saginaw Area Reading Council
- received newsletter announcing various events
  - hosted Bosses Night membership drive
- G. Region 5 ..... B. Borglin
- attended the Great Lakes IRA Regional Symposium "Literacy for Learning and Living on October 29 and 30
  - attended the October board meeting

- Tri-County Reading Council
  - encouraged focus on membership and conference attendance. President is working with school staff to join local council.
- Homer Carter Reading Council
  - Carrie Muessig attended October board meeting
- H Region 6..... A. Valo
  - Capitol Area has closed; Washtenaw Reading Council experiencing problems
- I. Region 7..... G. Vechansky
  - attended Oakland Reading Council meeting in January 2010
- J. Region 8..... G. Pappas
- Metro Detroit Reading Council
  - no contact; no one responding.
- Wayne County Reading Council
  - regrouping.
  - developing Alliance with Barnes and Noble for seminars.
  - need Outreach to teachers to get them involved in council works.
  - trying to have dialogue with Detroit Public Schools (DPS) to support volunteer reading program in DPS schools.
  - received Children’s Hope Impact and membership grants from MRA.
- K. Region 9..... R. Grier
  - attended CCRC board meetings in October, November and December
  - submitted Interaction Logs for months of October, November and December
- Copper Country Reading Council
  - held General Membership meeting at the Portage District Library, featuring story teller John Mooy.
  - held the Upper Peninsula Reading Association (UPRA) reading conference in Marquette, MI.
  - attended MRA Board meeting in Mt. Pleasant
  - accepted the following grants: Professional Development, General Council and Parent Involvement
  - held two PD discussion sessions with “Make Way for Readers Theater”
  - participated in a Holiday fundraiser featuring new books and Chico Bags
  - held a family night event at the Portage Library called, “The Great Gingerbread Man Hunt,” using Parent Involvement funds.
  - held a Holiday Potluck/Book share for CCRC members and guests at a member’s home
  - held PD discussion #3, “Make Way for Readers Theater”
  - submitted and received two grants- on is a book study and parent involvement grant. PIG – collaborate with library; Great Gingerbread hunt – over 100 people attended (family).
- L. Region 10..... H. Jensen
- Clare Gladwin Reading Council
  - cancelled October 27<sup>th</sup> meeting due to illness
  - rescheduled meeting for November 17 at Mid-Michigan Community College. Writing was the focus for the November 17 meeting. Donna Venglar presented a wonderful writing menu, similar to the CAFÉ menu. She uses the vowels to represent traits of writing. Dr. Jetton also presented several Writing to Learn activities. Members walked away with several ready to use activities to use in

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their classrooms. Good food, good friends, and good information made this meeting a huge success.

- planned a December 8 meeting to make up for cancelled meeting at the Doherty Hotel in Clare. Members can order dinner off the menu while creating bundles with board books and onesies. The “Read to me more than onesie” bundles will be donated to local doctor’s offices and other appropriate agencies in Clare and Gladwin counties.
- received book study books at November meeting. Members chose from four book choices. In January, simultaneous book clubs will be run at the meetings.

## VI. Committee Reports

### Board Appointments

- A. MDE/MRA Liaison.....L. Van Dyke
  - no report
- B. Historian.....C. Clingman and L. Guzman
  - no report
- C. *Michigan Reading Journal* .....L.Rose and T. Jetton
  - no report
- D. *News & Views*..... V. Les
  - see Discussion Item K
- E. Parliamentarian.....L. Rose
  - no report

### Standing Committee Chairs

- A. Adolescent/Adult Literacy.....A. Brunett
  - discussed the possibility of adding a content-area strand at the 2011 MRA conference
  - reviewed all accessible state reading council websites for ideas to improve the MRA website
  - selected the Minnesota Reading Association’s website as a “model” website
  - contacted a board member of the Minnesota Reading Association to discuss website management ideas/issues/advice/budgeting
- B. Assessment.....L. Houk
  - no report
- C. Awards.....M. Klemp
  - announcing the Educator, Literacy, and Gwen Frostic award recipients at the January meeting.
- D. Budget.....J. Beal
  - monitoring current year budget and preparing for next Budget meeting.
- E. Community Projects and Programs.....L. Spinelli-Partogian
  - will be donating new and gently used books to Montieth Library in Detroit as well as several Detroit Schools. The books will be house in a special family friendly borrowing section. Books in this section will be waived of any late fees, to promote families use of the library.
  - have put together flyers to send to local schools that ask them to participate in the book drive. Books will be collected through the 2009-2010 school year.
  - has placed an add in the Conference at a Glance asking members to be a "book buddy" those attendees who donate a new children's book will be entered in a drawing to win free admission to the 2011 conference in Detroit.

- set up flyers and donation boxes at interested schools. So far, approximately 100 new and gently used books have been collected.
- F. Early Childhood/Family Literacy.....I. Snyder
  - no report
- G. Ethics & Evaluations.....C. Muessig
  - no report
- H. Grants.....N. Fairchild
  - General Council Grants--12 grants awarded \$3178
    - Region 1
      - Marquette Alger Reading Council
        - Publication and distribution of newsletter, flyers announcing council events and membership promotion.
        - Requested \$400 Total cost \$600 Grant Award \$300
        - Estimated # of participants Approx 350
      - Region 3
        - Kent Reading Council
          - Printing costs, assist with Mary Bigler speaking fee
          - Requested \$300 Total cost \$300 Grant Award \$300
          - Estimated # of participants Approx 100
        - Western Dunes Reading Council
          - Increasing membership, designing a website & create an image brochure
          - Requested \$250 Total cost \$300 Grant Award \$250
          - Estimated # of participants Approx 50
      - Region 4
        - Flint Area Reading Council
          - Membership drive and gas stipend for authors
          - Requested \$325 Total cost \$485 Grant Award \$200
          - Estimated # of participants Approx 30-40
        - Saginaw Area Reading Council
          - Increasing membership, reduced fees for college of Ed & student teachers
          - Requested \$400 Total cost \$500 Grant Award \$200
          - Estimated # of participants Approx 20-30
      - Region 7
        - Bay Arenac Reading Council
          - Building membership
          - Requested \$300 Total cost \$450 Grant Award \$200
          - Estimated # of participants Approx 20-30
        - Oakland County Reading Council
          - Increase membership
          - Requested \$278 Total cost \$278 Grant Award \$278
          - Estimated # of participants Approx 100
      - Region 8
        - Wayne County Reading Council
          - Printing and mailing of council information, increasing membership
          - Requested \$450 Total cost \$500 Grant Award \$300
          - Estimated # of participants Approx 100
      - Region 9
        - Copper Country Reading Council
          - Increase membership using a new brochure, free memberships

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- Requested \$250    Total costs \$330    Grant Award \$250
  - Special Interest Councils
    - Title I Special Interest Council
      - To compose, print and distribute to libraries, a brochure.
      - Requested \$615    Total cost \$615    Grant Award \$300
      - Estimated # of participants    Approx 500
    - Michigan Adolescent Literacy Council (MALC)
      - Membership drive, postage for newsletters and membership information, ink, cards, brochures, copies, banners and signs, website setup and maintenance
      - Requested \$800    Total cost \$800    Grant Award \$300
      - Estimated # of participants    Approx 100
    - Michigan Council on Literacy for Adults (MCLA)
      - Newsletter printing and mailing
      - Requested \$300    Total cost \$300    Grant Award \$300
      - Estimated # of participants    Approx 500
- Parent Involvement Grant 2009-2010--8 grants awarded \$1850
  - Region 1
    - Marquette Alger Reading Council
      - Provide a book and 'onesie' promoting reading to newborns and their parents
      - Requested \$500    Total cost \$800 Grant Award \$250 (books only)
      - Estimated # of parents 100
  - Region 3
    - Kent Reading Council
      - To provide 100 books, book bags and information for parents of newborns at HELP Pregnancy.
      - Requested \$250    Total cost \$300.95    Grant Award \$250
      - Estimated # of parents 100
  - Region 4
    - Flint Area Reading Council
      - One book, one community family literacy night
      - Requested \$459    Total cost \$700    Grant Award \$200
      - Estimated # of parents 30
    - Saginaw Area Reading Council
      - Teen parent services project with board books, parent session at Young Author's' conference
      - Requested \$300    Total cost \$500    Grant Award \$250
      - Estimated # of parents 50-100
  - Region 7
    - Oakland County Reading Council
      - Using mentor texts to bump up the level of writing. (Session held during young authors' conference)
      - Requested \$300    Total cost \$480    Grant Award \$200
      - Estimated # of parents 40
  - Region 8
    - Wayne County Reading Council
      - Contribution of books and other literacy related materials to the Child's Hope IMPACT project.
      - Requested \$275    Total cost \$275    Grant Award \$200

- Estimated # of parents 50
  - Region 9  
Copper Country Reading Council
    - Four sessions that tie literacy, storytelling and activities together for area families
    - Requested \$400 Total cost \$400 Grant Award \$250
    - Estimated # of parents 45 (per session) 180
- Young Authors' Conference Grant 2009-2010--4 grants awarded \$1350
  - Region 1  
Marquette Alger Reading Council
    - Requested \$800 Total cost \$10,000 Grant Award \$400
    - Estimated # of participants 3300
  - Region 4  
Flint Area Reading Council
    - Requested \$500 Total cost \$750 Grant Award \$350
    - Estimated # of participants 300
  - Saginaw Area Reading Council
    - Requested \$500 Total cost \$750 Grant Award \$300
    - Estimated # of participants 150-200
  - Region 7  
Oakland County Reading Council
    - Requested \$500 Total cost \$2000 Grant Award \$300
    - Estimated # of participants 125
- Summary
  - General Council Grants 12 awards Total \$3178 (\$2200)
  - Parent Involvement Grants 8 awards Total \$1850 (\$1998)
  - Young Authors' Conference 4 awards Total \$1350 (\$2200)
  - Total Grants awarded \$6378 Budget \$6398

I. Immediate Past President, Bylaws and Policies & Procedures and Elections.....L. Bigelman

- see Discussion Items B, C, E, and G

J. Intellectual Freedom.....A. Salhi

- no report

K. International Projects/Programs.....A. Salhi

- sponsoring the MOSA school in Lesotho in Africa.
- see Announcement Item C.

L. Legislative/Government Relations.....C. Clingman

- participated in an IRA webinar to learn more about the LEARN Act (Literacy Education for All, Results for the Nation). The core of the measures is to provide funds to high need schools (K-12) and to early childhood programs (for children age 0 – 5) to support professional development programs to improve literacy instruction.
- attended November OEAA meeting.
- joined SOS! Our Students, Schools and State—a coalition of education associations
- provided News and Views article and updates.

M. Office Personnel.....N. Fairchild

- received three application for interns; highly qualified – to be hired on Monday, January 11<sup>th</sup>.
- held Annual review held for Teresa Pecht; exceptional review.

- proposing to offer Teresa Pecht \$3000.00 to accommodate/reflect increased responsibilities over and above book keeper. When added to salary, 2% raise: \$35,700.
  - see Discussion Item H.
- O. Professional Studies and Standards..... K. Feathers
- no report
- P. Public Relations.....P. Graham
- created “Constant Contact” e-letter (e-mail newsletter) and sent to over 2,800 MRA members
  - requested recipients of e-letter to forward to anyone who might be interested in receiving it. This add to our mailing list in this manner.
  - will evaluate data collected by Constant Contact regarding address problems, as well as information on success of mailing (how many were read, deleted, forwarded, etc.)
  - prepared as a draft the January e-letter to be emailed during first week of January.
  - highlights of December e-letter include: 2010 Conference, new Social Studies publication, new Cookbook from Michigan Authors, International support of school in Rwanda, Kaleidoscope Writing for students program, and introduction of featured speakers at 2010 conference. The site allows viewers to link to MRA’s website or to email us.
- Q. Publications.....J. Orton
- identified committee members
  - met as team in October
  - set up Etherpad for distance email discussions
  - decided to reorganize Action Plan (combine items 2,3 and 7)
  - worked on updated and streamlining publication process
  - initiated draft disclaimer for Genre Bookmarks and decided to sell this publication at discounted price
  - wrote proposal for MRA Conference to highlight publications
  - made final decisions regarding cookbook publication
  - set future meeting dates
  - reviewed updated publication form
- R. Research/Research Grant.....N. Duke and N. Martin
- wrote *Research Worth Knowing About: Three Recently-Published Studies* for inclusion in Volume 53, number 3, of *News and Views on Reading*.
  - provided the column to Patricia Graham for “mock-up” newsletter.
  - continued providing a representative (Nell Duke) to contribute to planning and preparing the MRA Pre-Convention Institute.
  - in the process of writing *Research Worth Knowing About: Three Recently-Published Studies* for inclusion in Volume 53, number 4, of *News and Views on Reading*.
- S. Student Involvement.....E. Donovan
- no report
- T. Summer Literacy Conference.....H. Jensen
- confirmed July 14 and 15, 2010 for summer conference, “Reading and Writing for a Better World” in Frankenmuth, Michigan
  - created registration packet and promotional poster
  - advertised at the IRA regional conference in October in Grand Rapids, Michigan

- contacted Michigan authors: Ann Purnell, Nick and Robbyn Van Frankenhuyzen, Cyd Moore, Gloria Whalen, Denise Brennan-Nelson, Carol McCloud, and Ruth McNally Barshaw
- finalized contracts for authors and featured speakers: Mary Bigler and Donalyn Miller
- worked on room assignments for when and where sessions will be held
- submitted advertising and registration form to News and Views
- contacted Kathie Atkins to present (Jeff Beal). Jeff also contacted Cyd Moore and Denise Brennan-Nelson to see if they would do a session together to help fill open slots
- next steps: contacting vendors and sponsors

U. Technology/Media.....T. Hicks

- included committee members are Troy Hicks, Amber White, Pat Gallant, Dennis Graham, Patti Graham, and Teresa Pecht.
- working on goals to create an interactive online space for members to communicate with one another and an email system that can be used to send updates to them directly.

**Ad Hoc Committee Chairs and Appointments**

A. IRA Award of Excellence.....S. Sharma

- organizing information from councils president's and region representatives for the Award of Excellence.

B. IRA Exemplary Reading Program Award.....S. Sharma

- no Michigan applications were received.

C. MRA/IRA Director of Student Membership.....M. Howd

- no report

D. MRA Literacy Advocate.....C. Clingman

- no report

E. SB-CEUs..... R. Maddox

- State Board-Continuing Education Units (SB-CEUs) are State Board-approved in-service, workshop, training, or conference credits that are used for the renewal of selected certificates issued by the Michigan Department of Education (MDE).
- SB-CEUs are calculated by dividing the total number of contact or instructional hours by the number ten. Thus, an 8-hour session would be eligible to receive eight tenths (.8) of an SB-CEU.
- planning continues for SB-CEU offerings at Michigan Reading at the 54th Annual Michigan Reading Association Conference "Weaving a Tapestry of Readers and Writers" March 20-22, 2010 at Cobo Center and Detroit Marriott Renaissance Center Hotel.
- working with Dr. Karen Feathers of Wayne State University to coordinate student volunteers for the SB-CEU stamping and process at the Conference.
- coordinating with Barb Jaszcz and Sean Kottke regarding other volunteer efforts is underway as well.
- working with Lisa Charland to complete the SB-CEU proposal/application which will be due to MDE after the first of the year, 2010

F. Strategic Plan.....D. Graham

- created committee: Cindy Clingman, Mary Howell, Dee Halstead, Nancy Fairchild, and Dennis Graham
- viewed the video Wildly Important Goals by Stephen Covey and discussed the implications for MRA at the October retreat.

- established the WIG--Literacy Leadership in a Digital Age
- worked in individual committees to align work with this goal.

**Other:**

- A. Past Presidents' Legacy Fund.....N. Seminoff
- met as the MRA Past Presidents' Legacy Fund Board on October 2, 2009 in DeWitt and on November 14, 2009 in Mackinaw City.
  - exhibited at the Upper Peninsula Reading Conference in Marquette on October 9, 2009.
  - distributed information on MRA PPLF conference grants to 14 school districts and two universities.
  - agreed to fund one *MRA Past Presidents' Legacy Fund Beginning Teacher Professional Development Grant Sponsored by MEEMIC Insurance Company* (conference registration only) for the MRA Summer Literature Conference in 2010.

**VII. Discussion/Action Items** (\*information included in Board packet)

- A. Conference Contracts.....P. Gallant

**02-10: Joyce O'Brien Cradit offered the motion that the President in collaboration with the Executive Committee and office staff will pursue an agreement/contract for the 2011 Annual Conference in Grand Rapids with the Amway Grand Hotel and, if needed, DeVos Conference Center in order to take care of the immediate needs of the Michigan Reading Association. Geri Pappas seconded. Motion approved.**

- signed contract with Marriott in Detroit that had language in it for future years that is considered binding.
- checked with two lawyers (Gilette and a lawyer specializing on contracts). Marriott views contract as a multi-year contract. Opinion from lawyer: if Marriott feels contract is binding, it is hard for MRA to say it is not. No language for cancellation. To get out of contract, it would be expensive. Not in the best interest of MRA to pursue this.
- did not sign No 5 year contract with the Amway Grand and there is no contract for 2011 for Amway yet.
- Executive Committee recommends that the Board work with Amway to gain best possible deal and appropriate venue for 2011 and take remaining years as they come.

- B. Elections Committee.....L. Bigelman

**03-10: Becky Borglin, on behalf of the Election Committee, offered the motion to accept the Election Committee members as presented. Motion approved.**

The committee members are:

Julia Reynolds (replacing the one year left on Amber White's term – running for office and can't serve)

Terry Pawl (one year of term remains)

Kari Routledge (two year term)

Carrie Muessig (two year term)

Lisa Spinelli-Partogian (three year term)

Ingrid Snyder (three year term)

- C. Board Nomination Ballot\*.....L. Bigelman

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**04-10: Jeff Beal offered the motion to accept the ballot for the 2010 Election . Joyce O'Brien Credit seconded. Motion approved.**

The candidates are:

Region 3 Representative	Kathy Munger and Linda Winslow
Region 6 Representative	Barbara Jaszcz
Region 8 Representative	Clodie Martin and Rosalyn Shahid
Region 10 Representative	Heather Jensen
Member at Large (3 year term)	Amber White and Laura Pardo
Member at Large (1 year term)	Dennis Graham
Vice President	Grace Velchansky

D. Technology/Media Committee: NING.....T. Hicks

- showed NCTE website as a sample
- consider opportunity to join a NING
- using NING for inquiring about local council needs and conferee feedback
- send feedback and comments to Troy Hicks
- note that Board gave vote of confidence to Troy Hicks and Amber White to proceed on setting up MRA board NING. Troy will set it up immediately.

E. Proposed By-Law Changes\*.....L. Bigelman

**05-10: Kari Routledge offered the motion to accept the proposed wording/additions as were written and presented by the Bylaws, Policies and Procedures Committee. Motion was rejected (2 yes and 13 no).**

- see By-law revisions in packet
- distributed new proposal change-- additions made to the proposed changes mailed to the board; form passed out to the board shows old language and proposed language.
- see Article VIII; Section 18 (Office Personnel)
  - Suggestion made to add treasurer to bylaw and ending with “two additional members appointed by the president.” Eliminate the remainder of the verbage. President should have option of choosing the members and chair.
  - Question; who qualifies as the additional members? Any MRA member can fill this position if appointed by the president.
  - Suggestion to change (B): have an appointed chair from the members of the committee(taking away the two year part)
- see Article VIII, Section 7 (Publications Committee)
  - Committee is working on rewriting the publications committee procedures; would like to have the opportunity to re-write them to include reviews. Would like to be able to collaborate with research and experts. Need to have professional flexibility to choose experts for editorial review that match the area of expertise needed.
  - Suggestion to submit publications for expert and editorial review prior to submission to the board of directors.
  - Suggestion: Instead of two committees, have two committees work together as one to make sure publications are research-based and correct.
  - Nothing in proposed change indicates research committee has final word; gives publication committee the opportunity to work with the research committee if needed.

- o Nothing on the docket to be published this year; suggestion to let publication committee rewrite their procedures, revising their procedures.

F. MRA/IRA Coordinator.....K. Operhall  
**06-10: Kathy Operhall offered the motion to recommend to the IRA that Dee Halstead be accepted as the IRA/MRA Coordinator. Jeff Beal seconded. Motion approved.**

- Dee Halstead is completing the third year of Kathy Operhall’s final term as state coordinator; MRA was notified by IRA that the process for selecting a new coordinator needed to be implemented.
- Pat Gallant appointed Kathy Operhall (past coordinator) chair of the Coordinator Selection Committee. Members of the committee: Amber White and Jeff Beal (current council president and a past president).
- Only one application received: Dee Halstead
- Ballots to be sent to local council presidents

G. Policies and Procedure Changes.....L. Bigelman

- can be changed at any point; does not go to membership for vote. Because of time issue, tabled to the May 2010 meeting.

H. MRA Office Update.....N. Fairchild

- received three application for interns; highly qualified – to be hired on Monday, January 11, 2010.
- held annual review for Teresa Pecht; exceptional review.

**07-10: Nancy Fairchild, on behalf of the Office Personnel Committee, offered the motion to increase Teresa Pecht’s salary by \$3000 to accommodate/reflect increased responsibilities over and above book keeper. When added to salary, 2% raise for 2010 which equals \$35,700. Motion passed.**

I. Continuation of ConstantContact.....P. Graham

**08-10: Jeff Beal offered the motion to continue with ConstantContact. Dee Halstead seconded. Motion approved.**

J. Genre Bookmarks.....P. Gallant

**09-10: Dee Halstead offered the motion to remove the Genre Bookmarks as a MRA publication for sale, and from the website. The Bookmarks will be given back to the Publication Committee for possible revision. Becky Borglin seconded. Motion approved.**

K. News and Views.....V. Les

- note that the most popular submissions are teaching strategies
- send strategies that are successful with credit to person using strategy.
- added Michigan author/ new release section.
- send email to Victoria Les if you know of new releases coming out by Michigan authors.
- looking to feature board members current favorite articles in News and Views

L. Non Profit Status.....A. Salhi

- register with Kroger; go to website to register for credit to organization
- process to be placed in News and Views and on the web site.
- suggested that Kroger send someone to conference to sign up members.

- note that the Board agreed by consensus to direct Teresa Pecht to pursue this opportunity.

**VIII. Announcements**

- A. Summer Literature Conference.....H. Jensen
  - need sponsors and attendees.
  - reviewed the authors and speakers who will be presenting July 14-15, 2011 in Frankenmuth.
- B. Cook Book Publication .....J. Beal
  - note that cookbook is available for purchase; 12.50 each
- C. New International Project.....A. Salhi
  - introduced MOSA (Mohale Orphan Support Association)
  - will be supported by conference raffle
- D. MRA Literacy Awards/Gwen Frostic Award.....M. Klemp
  - K-6 Award: Marsha Page, 2<sup>nd</sup> grade teacher, Sandy Knoll Elementary School
  - Individual Literacy Award: Lynette Suckow, Peter White Library
  - Agency Award: Muskegon County Reading Workshop Teacher Trainers, Muskegon
  - Gwen Frostic Award: Patricia Polacco
  - encouraged board members to attend past president dinner so Board can honor the Gwen Frostic winner.
- E. Council Grants\*.....N. Fairchild
  - see Board packet for grant recipient information
  - sent checks to councils
- F. Speaker Introductions.....B. Jaszcz
  - passed around Speaker Introduction Sign Up sheet to Board members
  - note ribbons for badges will be given to those who sign up to introduce speakers
- G. PPLF Fundraiser.....B. Jaszcz
  - selling sweatshirts for \$40.00 as a contribution to MRA Past President’s Legacy Fund in support of MRA
  - gave Board an opportunity to purchase them prior to the conference
  - will be on sale at the PPLF booth at the conference
- H. Board Conference Waived Registration and Hotel Reservations.....P. Gallant
  - send reservations to office by February 5, 2010
  - send registration forms to office by February 19, 2010
- I. Other
  - Extra books from the 2009 Council grants are available to disperse to Board members for professional libraries. Dee Halstead expressed interest in the remainder of the books for “give-a-ways” at Leadership this year.

**IX. Adjournment**

President Pat Gallant adjourned the meeting at 12:25 P.M.

Respectfully submitted,  
 Terry Pawl  
 MRA Secretary