OAXACA LENDING LIBRARY

Board of Directors Meeting Minutes

July 13, 2017

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| Agenda Item  ROLL CALL:  Present: Siobhan Grogan, President; John Dumser Miranda, Vice President; John Burch, Secretary; Rebecca Severeide, Past President; Sally Sell, Director; Jeannie Kes, Director; Marcia Reddy, Director; Adriana Perez Maldonado, Library Manager. Via Skype: Michelle Verduzco, Director; Judy Burrell, Director. Absent: Ralph Gault, Treasurer; Fay Henderson de Diaz, Director.  Guest: Dottie Bellinger  There being a quorum, the meeting was called to order at 10:35a.m. Siobhan asked for a motion to accept the June 8 Board Minutes. Sally so moved; Rebecca seconded the motion. Approval was unanimous.  **New Business** Siobhan explained that our guest had come to discuss a public calendar website, and requested that she be allowed to proceed before the beginning of routine Board business. She introduced Dottie Bellinger, who has agreed to pick up the Oaxaca Calendar website, formerly managed by Margie Barclay. The new calendar is to be called “Oaxacaevents.com.” Dottie proceeded to show the group a sample, illustrating how different colors identified different cultural events, a wide array of buttons allow cross-reference of all sorts. There is a section for submissions, which are edited before publication. Information can be shared across media—Google, Outlook, and Apple calendars. The cost is $45.00 USD a month, or $520.00 a year, payable in advance, plus a$3.00/month service charge. Dottie has agreed to commit to management of the website for two years, provided the OLL will pay for it. In the start-up phase, she has spent about 40 hours a week in research, talking with other websites, etc. The actual time commitment, once launched, will be about 1.5 hours/day. Dottie pointed out that the example, Missoulaevents.com, gets a small amount of paid advertising, and the OLL could do the same. Also, there can be a banner on the header indicating OLL’s sponsorship of the site. Dottie will coordinate with Tanya, Joannie and our Facebook manager on event descriptions. Adriana reminded the group that since the annual fee would be paid to a foreign company, it would be taxable by SAT. The group agreed to reach a decision by the next meeting.  Adriana told the group that in one month, 40 students had signed up as members. This has occurred since the Board agreed to let students who come to us under the new Outreach Committee arrangements can join for free. Tom objected that the fee question should have been submitted to the Annual General Meeting, to which Rebecca countered that the Board can set fees, but not change membership categories, and that matter can be submitted to the AGM.  Adriana then went on to recount the events of the recent break-in. She said that the cash box from her office had been stolen. It contained $628.00 pesos. Access was gained from the front entry, up over the roof, and down the small terrace outside her office. There was a police visit, but no report was made. Ralph will have to sign an affidavit for SAT purposes, confirming that the money was stolen, not spent. For the Board’s suggestions as to security measures, see Building Committee report, below.  Sally brought up the matter of a lively debate on our Facebook page, concerning writers’ views about showing copyrighted films, without permission, whether or not to raise money. The following discussion revolved around not only legal problems (suit by the copyright holder) but ethical ones (“pirating” films, small likelihood of getting caught), which seemed to carry the day. Siobhan said that each production company will issue public performance permits, but they can be expensive. Judy and Michelle, among others, urged caution, and the Board agreed to defer a decision and ask the staff to research what Mexican law allows in this regard.  Sally then asked for more timely publication of the minutes. John Burch agreed to produce them within a week of the meeting. June minutes went out about ten days before the July meeting.  Sally asked if there were any standard of attendance at meetings, i.e., what if a member finds s/he cannot attend regularly. Jeannie suggested that such people would probably self-select out at the time they were approached for Board membership if they felt they didn’t have the time to spend on the Board.  P**resident’s Report**  Siobhan reported that the OLL’s 51st birthday party, held June 19, was a success David Myler provided two cakes. He also realized some book sales. The July 3 combined Fourth of July/Dominion Day was also well attended, and $2770.00 pesos were realized by the purchase of tickets for the raffle.  **Treasurer’s Report** Ralph was absent, but had provided a report, which was included in the information packet for the meeting. Jeannie asked for a more timely publication of the Treasurer’s Report. Rebecca asked that Adriana spend some time with the accountant in order to review exactly what it is for which we’re paying taxes, as the tax due figure, $124,703 pesos, seemed unusually high.  Committee Reports  For the **Book Committee**, Rebecca reported a gain over last year. She added that the Committee had received a number of requests for adult Spanish literature. The printed report was circulated at the meeting. She indicated that a new volunteer has been recruited to keep magazines in order.  For the **Building Committee** Tom Holloway reported that the roof renovations would be finished this month, a full month ahead of schedule. The room renovations are done, the terrace roofed over, and the floor tile completed already as of this meeting. Railings remain to be put up along the roof edge. The group then discussed security measures. The methods proposed were razor wire across the wall of the roof which faces the entry, or bars on windows both upstairs as well as down. The consensus was that the razor wire would be the cheaper alternative and Tom agreed to price the wire. Tom said that during the recent heavy rains, the gutters upstairs overflowed because they were full of leaves. He requested that the Committee budget for next year include the purchase of an extension ladder, which he estimated would cost about $3000.00 pesos.  For the **Community Outreach Committee** Siobhan reported that Fay had met with the rector of LaSalle and a cooperative agreement would be signed. She alluded to Adriana’s earlier report of the numbers of students now members, suggesting that this was proof of the success of the initiative. She also added that these agreements offer internships and cooperative programs with the respective schools and the OLL.  For the **Development Committee** Judy initiated the discussion of the Committee’s charge, presented in a very detailed written account. She said that Margie Barclay and Kay Burch have offered to act in an advisory capacity. The presentation included the goals of the Committee, the classes of donation, strategies for reaching all of them and tasks needed to be accomplished beginning this fall, as well as a chart demonstrating how donors move from potential to actual. Members questioned how much time it might take to realize their goals, and Judy replied that it would roll out over three years. Siobhan moved that the Committee’s charge be accepted; John Dumser Miranda seconded the motion, and approval was unanimous. Siobhan expressed the members’ gratitude to Judy and Rebecca for their work.  For the **Events Committee** John Dumser Miranda and Jeannie shared information. John said that he had stepped down from the Chairmanship of the Committee to devote more time to the on-line reservation/payment project. John said that he and Tom Holloway had done a mock set-up to determine the maximum feasible number of attendees, taking into account adequate emergency procedures. The result was that 60 attendees represented the safe maximum. Jeannie then turned to the Committee’s vote for start time for events, which was agreed to be 5:00p. There then followed a discussion of whether or not presenters should be paid. Siobhan said that the legacy paid presenters were no longer an issue. Some suggested that a free membership be offered, but Rebecca cautioned that the financial impact of such memberships, $500.00 pesos for an individual, be taken into account. Tom agreed and suggested that both Finance and Development Committees be involved. John Dumser Miranda suggested that Mexican presenters who could provide a factura might be paid. Others felt strongly that free memberships were appropriate. Others suggested that presenters might turn down the offer, on the basis that their presentations are their gift to the OLL. Jeannie moved that presenters be given a free membership; Sally seconded the motion. As a result of the ensuing discussion, Rebecca offered a friendly amendment to the effect that presenters could be given a letter, saying that they had provided $500.00 pesos worth of services to the Library. With this amendment, the motion was passed unanimously.  Otherwise, the Committee declined to deal with the Use of Facility Policy saying it is a Board decision.  Finally, it was mentioned that a new Bazaar chairperson is being sought, as Marcia Reddy will not be able to take on the next one in December of this year.  For the **Technology Committee**, Siobhan reported their discussion of the on-line ordering/payment platform, called “ecwid.” Dan Walsh and Carlos Revilla have developed a membership tracking system which will alert patrons of the approaching end of their term. Currently, the value of non-renewed individual ($500.00 pesos) and family ($750.00 pesos) combined equals $150,000.00 pesos. A careful review of the membership lists will be conducted to see how many people still live in Oaxaca.  Marcia Reddy reported for the **Volunteer Committee**. They, too, reviewed the Use of Facility policy proposal, and have agreed to establish an ad hoc committee to determine what guidelines for use by for-profits, and whether we should keep the honor system ($20.00 pesos per person) or establish a flat fee. Plans continue for the Volunteer Fair. As for the next Bazaar, as mentioned, above, it was decided to hold it in December after the aguinaldo has been paid to Mexican employees. There ensued a discussion of what to do with items which haven’t sold, as the backlog and new donations are mounting up. Siobhan suggested a migrant rest center, or an orphanage. She agreed to take some clothing to one of the latter.  **Old Business** The discussion opened with a review of advertising charge policy. Representatives of the Development Committee felt that some leeway should exist to be able to offer free advertising on a case by case basis. Others felt that ads should be paid, irrespective of the purchaser’s relationship with the OLL. Public service announcements would continue to be free. At the end, Jeannie moved, and Sally seconded, that all for-profit business ads be paid. The discussion briefly continued along the lines mentioned, but approval was unanimous.  (Break)  The group then turned its attention to the on-line ordering/payment platform. John Dumser Miranda initiated the discussion. He, Tanya Lapierre and Ralph Gault are spearheading the work, and have turned to the Board for approval: a. to subscribe to an on-line platform on behalf of the OLL at an annual fee of $189.96; b. to use as payment platforms PayPal , Pay Pal Rest of the World and Mercado Pago for credit card payments, and; c. for introducing the scheme only on this fall’s Out and About events, or on in-house events, as well. John’s discussion was backed by an impressive series of pages outlining the various options and comparing/contrasting costs of each. The systems proposed allow either the OLL or the patron to absorb the costs of a transaction. Pay Pal, for example, has a 2.9% transaction charge, plus a $0.30 peso charge, as well as a foreign transaction fee charged by the credit card issuer. No matter what platform is used, patrons who prefer can still appear in person and pay cash. Transaction reports in real time are available to OLL staff, and each transaction is automatically confirmed to the customer.  The lively discussion which ensued revolved about security concerns, a concern that adoption of the modality for all programs was too large a task, and concern for patron frustration if the system proved balky at times. Notwithstanding, to John Dumser Miranda’s motion, and Marcia’s second, to subscribe to the suggested on-line software unanimous approval was given, as was the case with the adoption of suggested platforms. The most serious discussion concerned the adoption of the system for all fall programs, with an estimated start date of October 1, 2017. The points of view, again, ranged from concern that it is too ambitious, too likely to put at risk the income generated by the seasonal programs, to the idea that increasingly patrons request the ability to reserve and purchase on-line, as they do for Hoofing It In Oaxaca. At the end, John Dumser Miranda moved to approve the platforms for use with Out and About. Other Board members suggested he change the motion to accept, or not, the use of the program for all events, which he did. Marcia seconded the changed motion, and it passed by 5 votes in favor, and four opposed.  Siobhan then turned to the group for guidance as to whether to sponsor the Oaxacaevents.com web site. Jeannie made a motion to accept Dottie’s recommendations and sponsor the web site. Rebecca seconded the motion, and acceptance was unanimous.  The next meeting was set for August 10, 2017, at 10:30a, at the OLL.  The meeting was adjourned at 2:35p.  Respectfully submitted,  John M. Burch, Secretary | Action Needed/Person  John Burch, monthly  Adriana and Isabel, August, 2017  Building Committee, August, 2017  Budget, 2018  Development Committee, Fall 2017 and on-going |