

IOWA READING ASSOCIATION

Executive Board Meeting

Pizza Ranch Ames, IA

September 20, 2014

- I. President Deb Mortensen called the Executive Board meeting to order at 10:15 AM.
- II. Present: Deb Mortensen, Debra Wake, Clark Goltz, Heidi Stangl, Nancy Wright, Carol Duehr, Nancy White, Diane Bean
- III. Approval and/or additions to the agenda—Deb Mortensen requested that the following items be added under New Business: g. Simple Dollar and h. copyright infringement; Clark Goltz requested the following under New Business: i. Payschool
Nancy White moved to approve additions to minutes. Diane Bean seconded and the motion carried.
- IV. President Deb Mortensen appointed Debra Wake and Diane Bean to approve the minutes.
- V. Consent Agenda
 - a. Board of Director's minutes- June 25, 2014
 - b. Zone Directors' reports: President Deb Mortensen sent a questionnaire seeking Zone Directors feedback. Responses are next to responders' name.
 - Zone A- Lori Vicker
 - Zone B- Karla Bronzynski
 - Zone C- Julie Ortner
 - Zone D- Megan Benson
 - Zone E- Becky Pashek liked meeting with council members and was hoping to revitalize their council. She still liked receiving a hard copy of the newsletter.
 - Zone G- Wendy Matson shared that her grandmother (for whom she has been the primary caregiver) has just died.
 - Zone H- Lois Van Houwelingen explained that their council does their own Book study "What Great Teachers Do Differently" by Todd Whitaker who will be presenting at 2015 conference.
 - Zone I- Renee Thomas shared that Jefferson Van Buren Council is encouraging online meetings.
 - c. Committee Reports: No reports at this time.
 1. Awards- Deb Saylor
 2. Bylaws- Debra Wake & Heidi Stangl
 3. Legislative- Wendy Hammrich
 4. Long Range Planning/ Restructuring- Deb Mortensen
 5. Merit Council- Lois Van Houwelingen
 6. Nominating- Megan Benson
 7. Creative Writing/Poetry- Sue Schutte, Luella Heilman, Carolyn Rubsam
 8. Scholarship- Ed Starckenburg
- VI. Officers' reports
 - a. President's Report/ Dollars in Books Project-Deb Mortensen explained that the 5- one dollar bills she sent officers was to be put sporadically into library books which students would then find and read the note encouraging them to continue to read. Clark noted that his dollars were put in his grandchildren's school in memory of his mother. Deb also reported that the Literacy All Write packet, a joint project with the Iowa Reading Association and Kappa Gamma/Upsilon State is on the Iowa Reading website. She gave all present a handout called "What is Reading?" from Molly Phillips website: classroomsconfections.com
 - b. President Elect/State Conference Chair, Nancy White, will report at October meeting when whole board is present. She is also promoting the conference at councils in eastern Iowa and she suggested that her powerpoint could be shown at councils further away.

- c. Co-Vice Presidents Debra Wake and Heidi Stangl shared that the theme of the 2016 conference is “the Power of Reading” but the logo still has not been chosen. They are focusing on trying to get presenters for a wide range of grade levels and talked about potential ideas.
- d. Nancy Wright, State Coordinator, congratulated Membership Director, Diane Bean, on visiting every council last year. She shared her monthly report and passed out an updated State-wide Directory. Nancy Wright is preparing a letter to be sent to local councils reminding them to get membership information to Clark Goltz, Executive Director, by Oct. 1. A discussion was held about ways to promote International Reading Association. Clark Goltz will ask our webmaster to put a link to the IRA on our website. Nancy Wright will also be working on artifacts for the Award of Excellence applications and would appreciate any photos/artifacts anyone can share.
- e. Membership Director, Diane Bean, has sent a membership letter to local councils about having membership sent in by Oct. 1. She is still investigating the best way to rezone the state. Diane suggested that we need a restarting council fund. There are currently 13 active councils. Statewide membership may increase due to the state-wide book study classes. Diane is preparing a letter to be sent to local councils reminding them to get membership information to Clark Goltz, Executive Director, by Oct. 1.
- f. Treasurer, Michelle Swanson, in response to Deb Mortensen's questions, said she is planning to do a lot of reading. Michelle submitted her budget report via email. Sustaining dues dollars will go to Technology and Literacy grants.
- g. Secretary/Publications/ Correspondence Report was given by Secretary Carol Duehr. On behalf of the Iowa Reading Association, a condolence card was sent to Clark Goltz at the death of his mother and a get well card to Michelle Swanson. The newsletter is still in progress and should be finished soon. The due date for articles for the next newsletter is Oct. 31.
- h. Clark Goltz, Executive Director shared that the book studies are online. He suggested that we need 1 person doing all book studies. Webmaster Cori is sending an email blast to all members from last year. Clark shared pertinent information he learned at the Tampa Leadership Academy. He suggested that we need to look at 2 issues as an advocacy at the state level with local councils: try to get more members that are preservice teachers and try to get more college instructors to join. We also need to use more social media to advertise our conference speakers.

VII. Old Business

- a. President Deb Mortensen reported that she was pleased with 2014 Conference evaluations. Excellent/Good categories are very high. Attendees liked the Ames location; early registration; color coding for keynote speakers; and overall program. There were still concerns about session speakers.
- b. Nancy White, President-Elect, led a discussion about 2015 Conference Registration form and whether or not it was feasible to have nonmembers become automatic members when they paid their conference fee. Diane Bean made the motion that nonmembers pay more to register and automatically become Iowa Reading members. Deb Mortensen seconded. After extensive discussion, Carol Duehr moved that conference registration remain just conference fee and would not include membership fee. Heidi Stangl seconded. After discussion the motion passed. It was decided that conference class would be offered through Drake (graduate credit) and recertification (Heartland AEA) only.
- c. “Pete the Cat” t-shirts will be given to officers to wear at the very least during author Eric Litwin's keynote but preferably for all of the conference on Tuesday.
- d. Press Releases needed for young writers, conference attendees, and leadership attendance.
- e. Multi-year contract with Iowa State Center—tabled until later'

- f. International Project was presented by Deb Mortensen. Author Allison McGhee writes individual haikus for people for \$31 which goes to LifeandHopeHaiti. Local councils can still give a lump sum donation. Julie Ortner will chair.
- g. Zone F resignation- Deanna Stoube submitted a letter of resignation as Zone F Director. Nancy White moved that we accept Deanna Stoube resignation. Debra Wake seconded and the motion was passed.
- h. Review/Approval of 2014 IRA Leadership Academy Expense Reimbursements for Executive Director-- Carol Duehr made a motion to approve expenses that Clark Goltz incurred at the 2014 IRA Leadership Academy. After discussion the motion was declined. Debra Wake made a new motion to pay Clark the amount budgeted of \$1000 on line item 101.01. Heidi Stangl seconded and the motion carried.

VIII. New Business

- a. Conference 2015- Scheduling Budget Hearing—Only a few people-- Wendy Hammrich, Nancy White, and Robin Brierly -- attended Conference 2014 budget hearing. Nancy White asked if it could be moved to more convenient time for people to attend. It was decided to hold the meeting during the lunch hour on Tuesday, June 23, 2015.
- b. Dr. Donald Bear, IRA Member, roles at Leadership and Conference, 2015--Nancy White asked for ideas of Donald Bear's role at 2015 Leadership and Conference. It was decided that Nancy would ask Donald to meet with Board of Directors on the importance of Board Members at 8:00 breakfast. Next he would present at Leadership Workshop at 10:30 and then participate in the installation of local officers.
- c. Dr. Donald Bear, reception hosted by McGraw/Hill- Tuesday, June 23, 2015, 4:30
- d. Creative Writing Contest suggestions for improving reception and announcement of awards submitted by Becky Pashek from suggestions by parents. Clark Goltz will forward to Creative Writing/Poetry contest coordinators.
- e. 2016 Conference “The Power of Reading”- Debra Wake and Heidi Stangl were questioning about possible change of dates due to the Sisters not being available on the scheduled conference dates. It was decided to not change the dates. Conference dates will be as scheduled on June 21 and 22, 2016.
- f. “What ifs?” from Leadership 2014 – Debra Wake and Heidi Stangl are co-presidents this year. A past president becoming conference chair will be an ongoing discussion. Scholarship will continue as is for this year but Board will continue to look at ways to change this money to benefit more people. Deb Mortensen will contact Ed Starkenburg.
- g. Simple Dollar— Request from a representative from Simple Dollar to add their ad link to our website. Debra Wake made a motion to reject the request from Simple Dollar. Diane Bean seconded and the motion passed.
- h. Copyright infringement – Deb asked if this effects our use of the Iowa Reading and/or IRA legality. More investigation is needed.
- i. Pay School, or a similar online tool, could be used for paying conference fees using credit cards. Clark will investigate online payment processing possibilities.

IX. Discussion items

- a. Future of Scholarship/ Research – Clark contacted Ed Starkenburg about updating on website.

X. Announcements

- a. Board of Directors Meeting, Saturday, October 18, 2014, 10:00 a.m., Pizza Ranch, Ames
- b. Executive Board Meeting, Saturday, October 18, 2014, 1:00 p.m., Pizza Ranch, Ames
- c. .Board of Directors Meeting, Saturday, January 17, 2015, 10:00 a.m, Pizza Ranch, Ames (Snow Date January 25)
- d. .Executive Board Meeting, Saturday, January 17, 2015, 1:00 p.m., Pizza Ranch, Ames (Snow Date January 25)
- e. Board of Directors Meeting, Saturday, April 4, 2015, 10:00 a.m, Pizza Ranch, Ames

- f. Executive Board Meeting, Saturday, April 4, 2015, 1:00 p.m., Pizza Ranch, Ames
- g. Executive Board Meeting, Saturday, May 2, 2015, 1:00 p.m., Pizza Ranch, Ames
- h. Board of Directors Retreat, Sunday, June 21, 2015, 3:00 p.m, Pizza Ranch, Ames
- i. .Board of Directors Meeting, Sunday, June 21, 2015, 5:00 p.m, Pizza Ranch, Ames
- j. Leadership, Monday, June 22, 2015, 10:00 a.m., The Hotel at Gateway, Ames
- k. Iowa Reading Association Conference, June 23-24, 2015, ISU, Scheman Conference Center, Ames, IA
- l. International Reading Association Meeting, July 17 -20, 2015, New Orleans, LA

XI. Heidi Stangl moved to adjourn at 1:55. Nancy Wright seconded and motion passed.