

IOWA READING ASSOCIATION

Board Meeting

Pizza Ranch

Ames, IA

October 18, 2014

- I. President Deb Mortensen called the meeting to order at 10:00.
- II. Present: Deb Mortensen, Debra Wake, Clark Goltz, Nancy Wright, Carol Duehr, Nancy White, Renee Thomas, Lois Van Houwelingen, Wendy Matson, Becky Pashek
- III. President Deb Mortensen requested that the following items be added to the agenda: New Business add i. IRA convention in St. Louis, Mo; Old Business-- move f. Bylaws and/or policies to Executive Board meeting; move g. Payschool to f.
Nancy White moved to approve additions to minutes. Renee Thomas seconded and the motion carried.
- IV. President Deb Mortensen appointed Nancy White and Nancy Wright to approve the minutes.
- V. Consent Agenda: Motion to accept consent agenda made by Nancy Wright and seconded by Renee Thomas. Motion passed.
 - a. Board of Director's minutes- September 20, 2014
 - b. Zone Director reports: Zone A- Lori Vicker—no report
Zone B- Karla Bronzynski—no report
Zone C- Julie Ortner—report submitted by Sherri Neofotist and Diane Bean
Zone D- Megan Benson--submitted
Zone E- Becky Pashek—reported at meeting
Zone G- Wendy Matson—reported at meeting
Zone H- Lois Van Houwelingen—reported at meeting
Zone I- Renee Thomas—reported at meeting
 - c. Committee Reports:
 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 Starkenburg
- VI. Officer Reports
 - a. President Deb Mortensen reported that the Dollars in Books Project can be extended. She received a thank you note from Krissy Venosdale (a 2014 Conference presenter) about how wonderful and welcoming conference was last June. Deb gave a reminder about *Literacy is All Write* booklet which is a collaboration between the Iowa Reading Association and Delta Kappa Gamma/Upsilon State on website under handout tabs.

b. President Elect/State Conference Chair Nancy White

- Nancy White questioned if half of our conference participants are not even members should we be promoting our conference more at the local level? Nancy has updated the power point about 2015 Conference on the website and she also shared a flyer to send to each local council. In addition, Nancy has Save the Date globe key chains and is encouraging local councils to present about the 2015 Conference at one of their meetings. She will be presenting at READ, EIRC, and Northeast Iowa local councils and will email Save the Date globe key chains to the rest of the councils.
- Dr. Donald Bear, an International Reading Association board member, will be at Iowa Reading Leadership Workshop and Reading Conference in June of 2015. He has agreed to speak at our board breakfast on Monday morning; to install new presidents; to talk to everyone at Leadership; to be a keynote speaker on Tuesday; to present at a concurrent session; and to be the honored guest at a cocktail party Tuesday paid by McGraw Hill. Deb Mortensen asked if Dr. Bear could meet with the board in April to talk about IRA and Nancy White will make this request.
- National Geographic is bringing in Young Scientist Claire Fiesler, who cofounded Scientist with Stories. Claire will be at the conference all day Tuesday and will do a Keynote and a concurrent session.
- Nancy shared the roles of local councils during conference and also explained where help is still needed.
- Viterbo College will offer a graduate credit and Heartland AEA will offer recertification credit. Lori Vicker will coordinate credit from Viterbo. Sign up can be done online before conference for Heartland AEA.
- Nancy is still seeking proposals for concurrent sessions from people who will provide practical suggestions for teachers.

c. Co-Vice President Debra Wake reported bylaw discussion has been moved to Executive meeting. Debra reported that Shannon Miller will be at 2016 Conference. Also Ken Nesbitt (poet) performance based poetry will do concurrent session for teachers on how to teach kids to write.

d. State Coordinator Nancy Wright

- Nancy Wright explained that one of her duties as state coordinator is to act as a liaison between our state council and the International Reading Association. Nancy has been forwarding emails from IRA to state officers, zone directors, and local council presidents. Nancy shared that there are 2 council advisors who will be sending email ideas and traveling to councils. Important dates to remember were shared about submitting the Award of Excellence and Distinguished Council Award. Nancy reported that although the Leadership Academy received positive feedback there will not be a Leadership Academy next year.
- Nancy Wright also reported that another part of her job is to act as a liaison between the Iowa state council and local Iowa councils. So Nancy encourages local council officers to contact her with questions/concerns and with 990-N postcard help requests. Nancy sent out State-wide Directories to all board members and local council presidents. Also, Nancy compiled a cell phone directory and gave it to state board of director members.

e. Membership Director Diane Bean sent a report in which she reported that she had sent out a note to membership directors and will be sending out a note to previous state only members. Clark Goltz reported there are currently 516 members which is down 200 members from last year. Clark also suggested that membership forms be sent to members who didn't renew. President Deb Mortensen suggested a brochure be created "Why Should I be an Iowa Reading Association Member?"

f. Treasurer Michelle Swanson was not able to attend but sent the budget report to Clark who shared with officers. Total assets are \$233,518.14.

g. Secretary/Publications/ Correspondence Carol Duehr reported that the Fall newsletter was finished. Articles are due for the Winter 2015 newsletter. Carol also informed the Board of Directors that she plans to relinquish the secretary position at the end of June 2015. She will inform Megan Benson, Nominations Chair.

h. Executive Director Clark Goltz shared a Book Study report. There are currently 21 Iowa Reading members signed up for *Literacy Teacher's Playbook* and 37 for *Readicide*. Clark reiterated that it was very important that one person should be in charge of all book studies offered for better coordination of assignments and dates.

VII. Old Business

- a. President Deb Mortensen shared 2014 Conference Evaluations which were completed by 23% of attendees or 152 participants. She led a discussion about possible promotions that could be offered for handing in evaluations. Conference Registration, Conference Site, Conference Format, Keynote Speakers, and Overall Program categories all received 90% combined score for Excellent or good. Session speakers received the most complaints. They are given guidelines but it is still difficult to control presentations. Participants liked color coded grade level; 2 keynotes at a time; positive, enthusiastic presenters; and credit offerings. A suggestion to consider was the opportunity to sign up and pay online. (see f. below)
- b. President Deb Mortensen introduced a discussion about a Multi-Year Contract with Iowa State Center. Clark Goltz emailed Pat Dennis about concerns especially bandwidth and internet accessibility which need to be resolved before we consider a multi-year contract.
- c. International Project—President Deb Mortensen shared a haiku that Allison McGhee did for her. All of Allison's fees for ordered haikus will be given to Life and Hope Haiti, Iowa Reading Association's International Project this year.
- d. Zone F resignation- Nancy Wright moved that we accept Deanna Stoube's resignation as Zone F Director. Deb Mortensen seconded and the motion passed.
- e. 2015 Conference Dr. Donald Bear, IRA Member (see President-Elect Nancy White's report.)
- f. "Payschool" or some form of online payment (Paypal vs. Eventbrite) Webmaster Cori Peterson will help with this but recommended that we do Eventbrite instead of Paypal. Cost is \$5 each. Renee Thomas made the motion that we use Eventbrite online payment for conference registration only for the 2015 conference. Wendy Matson seconded. After discussion, the motion passed.

VIII. New Business

- a. Overage on line item 205.24 Supplies/Conference – moved to January agenda

- b. 2016 Conference “The Power of Reading”- Debra Wake shared under Officer’s reports.
- c. “What ifs?” from 2014 Leadership Workshop—President Deb Mortensen stated that we are already incorporating one “what ifs?” because we currently have co-vice presidents. A paid conference planner is an ongoing discussion.
- d. Scholarship vs. “Angel” grants for council— Association needs to offer 2-\$250 scholarships for this year but we also need to continue discussion about a change to another purpose like helping a struggling council. It was decided to table this discussion for now while President Deb Mortensen will brainstorm pros/cons.
- e. Request for IRA Council Advisor visit re: Council Transformation—Nancy Wright reminded Board that International Reading Association is transforming to International Literacy Association. If we request a visit from an IRA Council Advisor we then need to make a two day commitment to meet with the IRA advisor. This is something to think about for the future.
- f. Creative Writing Contest suggestions—Becky Pashek led discussion prompted by parents who talked to her because they wanted to know more about who sponsors the contest. There were also questions about parent and photo permission. More information needs to be presented by coordinators.
- g. Conference Insurance Coverage- Clark Goltz reported that Iowa Reading Association does have a general liability 1 million dollar policy. Questions were raised about whether we should have convention cancellation insurance and Directors & Officers’ liability coverage. Debra Wake made a motion to obtain a Directors & Officers’ liability coverage. Lois Van Houwelingen seconded. Clark will check into costs. Motion passed.
- h. Conference call-October 21 for IRA Distinguished Council Award—State Coordinator Nancy Wright reported that IRA council advisors invited Iowa Reading Board members to attend a conference call on October 21 about the IRA Distinguished Council Award. She is unable to attend.
- i. IRA Convention is being held in St. Louis this year. Iowa Reading Association will be able to pay for more than just the few from the Executive Board. Our budget could cover the registration (\$360) for any board member that would like to attend. Everyone not already specified in the Bylaws, Policies, Procedures Handbook as having their expenses covered by Iowa Reading would have to pay their own transportation, lodging, and food. Executive Director Clark Goltz will send an email to all board members with this information.

IX. Discussion Items

- a. New Zealand Conference- Executive Director Clark Goltz shared about his presentation and sessions he attended at the New Zealand Conference.

X. Announcements

- a. Board of Directors Meeting, Saturday, January 17, 2015, 10:00 a.m, Pizza Ranch, Ames (Snow Date January 25)
- b. Executive Board Meeting, Saturday, January 17, 2015, 1:00 p.m., Pizza Ranch, Ames (Snow Date January 25)
- c. Board of Directors Meeting, Saturday, April 11, 2015, 10:00 a.m, Pizza Ranch, Ames

- d. Executive Board Meeting, Saturday, April 11, 2015, 1:00 p.m., Pizza Ranch, Ames
 - e. Executive Board Meeting, Saturday, May 2, 2015, 10:00 p.m., Pizza Ranch, Ames
 - f. Board of Directors Retreat, Sunday, June 21, 2015, 3:00 p.m, Pizza Ranch, Ames
 - g. Board of Directors Meeting, Sunday, June 21, 2015, 5:00 p.m, Pizza Ranch, Ames
 - h. Leadership, Monday, June 22, 2015, 10:00 a.m., The Hotel at Gateway, Ames
 - i. Iowa Reading Association Conference, June 23-24, 2015, ISU, Scheman Conference Center, Ames, IA
 - j. International Reading Association Conference, July 17 -20, 2015, St. Louis, MO
- X. Renee .Thomas moved to adjourn the meeting. Carol Duehr seconded and the motion carried. Meeting was adjourned at 1:22 PM.

Respectfully submitted,
Carol A. Duehr
Secretary, Iowa Reading Association