

IOWA READING ASSOCIATION
EXECUTIVE BOARD MEETING
SEPTEMBER 19, 2015
PIZZA RANCH, AMES, IOWA

- I. The meeting was called to order by President Nancy White at 10:00 a.m.
- II. Written roll call was taken and present were Deb Mortensen, Nancy White, Heidi Stangl, Michelle Swanson, Diane Bean, Debra Wake, Stephanie Laird and Clark Goltz.
- III. Heidi Stangl suggested we add New Business, Item G to the agenda: Iowa Reading Association Awareness. Diane Bean made the motion and Michelle Swanson seconded. All were in favor of this addition to the printed agenda.
- IV. President Nancy White asked that a committee approve these minutes. Volunteers were Diane Bean and Stephanie Laird. Secretary Deb Mortensen will send them the minutes via email for their approval before they are posted to the website.
- V. The minutes from our June 24, 2015 meeting were read and approved.
- VI. Officers Reports
 - a. President's Report- Nancy White was pleased with the summer reading conference. She was also proud that so many from Iowa went to the International Literacy Conference in St. Louis this past July. Nancy has chosen iPour Life as the International project this year. Kelly Neumann will be the state chairperson and all sustaining funds will go towards this project.
 - b. President Elect's Report- Co- President-Elects Debra Wake and Heidi Stangl shared their plans for the 2016 Conference with the theme "The Power of Reading". They presented a powerpoint of speakers they have contacted, as well as their live links. Speakers they have include Regie Routman, Tanny McGregor, Dr. Susan Hall, Steven Layne, Kenn Nesbitt, Debbie Dadey, Trent Reedy, Shannon McClintock Miller (via Skype) and Ken Stamatis. It was suggested that they add a slide telling about the credit option. Debra Wake and Heidi Stangl will make sure this powerpoint is on the iowareading.org website and a link is found on our Iowa Reading Association Twitter and Facebook pages. They have created a conference flier that can be printed with further information on the authors. Clark Goltz will forward this to all board members and council presidents for immediate publication. Debra Wake was wearing a Capstone t-shirt that had their conference theme on it. She wondered if Capstone could be contacted. Clark Goltz will contact Capstone to see if they would be willing to donate t-shirts to board members and others interested. Heidi Stangl shared that the conference registration form will be available when meal prices are confirmed. Nancy White and Diane Bean will have a display at the Iowa Social Studies Conference, October 6. This will include a display board, 2016 conference fliers, door prizes and "Save the Date" postcards. Mike Graf was unable to attend the 2015 summer conference due to a family emergency. After some discussion, it was decided that Stephanie Laird will invite him to the 2017 Reading Conference. Other suggestions for speakers included Rebecca Janni, Nancy Carlson and Julia Cook. Julia Cook would like the following expenses paid~ hotel room, exhibit space, mileage and meals. She would be willing to do keynote and/or concurrent sessions.
 - c. Vice President's Report- Stephanie Laird has acquired several speakers from Global Connections for the 2017 conference. Her possible theme is "Dive Into Learning".

- d. State Coordinator's Report- Nancy Wright was unable to attend. She sent a written report. Local Council Officers, State Officers and Committee Chairs will be listed in a State-wide Directory, which we will receive at the October Board meeting.
- e. Director of Membership Development's Report- Diane Bean felt the "Plinko" game at state conference was successful in giving the membership booth visibility. She did acquire some new members. Diane Bean has sent a letter to all local council membership directors. She advised them to get their local council meetings posted on the website. She also reminded all to get the bulk of their membership forms returned by October 1, 2015.
- f. Treasurer's Report- Michelle Swanson asked about Event Brite. All felt this was successful. TD & T suggested we change our council year. After much discussion to the pros and cons of this, it was decided that Michelle Swanson will visit with Alex Messer at TD & T and our auditor and present some possible calendar changes at our October meeting.
- g. Secretary/Newsletter Editor's Report- Deb Mortensen thanked all that submitted articles for the fall newsletter. Those writing for the winter edition will receive an email reminding them to submit those articles by Halloween. Deb Mortensen has also compiled a survey asking members and council leaders what they would like to read about in future newsletters. As an added incentive, one person completing the survey will receive a \$50 gift card from Barnes and Noble. 7 items of correspondence were read.
- h. Executive Director's Report- Clark Goltz and Michelle Swanson compiled a Fraud Risk Questionnaire. Clark Goltz will write the book studies from Regie Routman and Tanny McGregor's books and have those ready for the website by October 1. Registration will begin then and you must register to participate by November 1. Member Lori Vicker will work with Clark Goltz on receiving graduate credit from Viterbo.

VII. Old Business

- a. 2015 Conference- President Nancy White shared results of the evaluations. The stylus/pens purchased for the 2015 conference will be given again at conference 2016.
- b. Bylaws, Policies and Procedures will be presented by Debra Wake and Heidi Stangl at our October Board Meeting for approval. They will submit the rationale for the policy changes and it will be sent out for all to approve.
- c. 2015 ILA Conference Expenses- The 2015 International Literacy Conference in St. Louis did not cost as much as budgeted for. Michelle Swanson moved and Diane Bean seconded that we reimburse all remaining expenses. All were in favor.
- d. Iowa Reading Investments- Michelle Swanson encouraged us to think about some new investments. This will be tabled until she has visited with Alex Messer at TD & T.
- e. Zone Restructuring- Diane Bean presented a map that showed some possible new regions. We currently have 8 active zones and restructuring would give us 5 regions. Diane will present this map with fewer and newer regions next meeting. Instead of Zone Directors we would have Regional Directors. As a current Zone Director's term is over, he/she would have the option of applying for a Regional Directorship or sharing the Directorship for their part of the state. We were also asked to think of an incentive for people who implement this new rezoning as a director. We realize this change will be difficult in the beginning but hope that dedicated directors will strengthen our structure.

VIII. New Business

- a. Conference 2016/ Scheduling Budget Hearing- This will be tabled until Michelle Swanson has visited with TD & T regarding the possible change to our fiscal year.
- b. Local Council Membership Recruitment/Line Item 203.03- Diane Bean moved that we change the title of "Membership Refund" to "Council Membership Reimbursements". Stephanie Laird seconded. All were in favor.
- c. "Members Only" tab on website- Deb Mortensen asked for suggestions for a possible "Member's Only" tab. Suggestions included newsletter, additional reading strategies and presentation handouts, scholarships/grants and council speakers.
- d. Future Bylaws, Policies and Procedures Chair- Currently the Vice President reviews the bylaws and offers changes. It was suggested that the Past President fulfil this role as they have the background of the organization. Debra Wake moved that this change occur and Heidi Stangl seconded the motion. Wendy Hammrich will be asked to assist Deb Mortensen in this role for this transition year. The vote was unanimous.
- e. "Grow a Local Council" Grant- 2 councils, Dallas County and Jefferson/Van Buren councils have submitted applications. Nancy White recommended we approve both of these councils as recipients of the \$250 grant. Nancy Wright will submit the vouchers for line item 301.02 (formerly "Scholarships and Grants").
- f. ILA Convention: Boston, MA- \$8200 is allocated in the budget for the President, Co-President Elects, Vice President and State Coordinator to attend. If others wish to attend, they may on their own and after Executive expenses are paid, they may submit vouchers for reimbursement, if funds allow.
- g. New item: Iowa Reading Association Awareness- Heidi Stangl is concerned that few know about our organization. How can we become more visible? Nancy White and Diane Bean plan to represent us at the upcoming Social Studies Conference. Debra Wake will attend the library conference and send greetings from the Iowa Reading Association. Clark Goltz will contact the Department of Education regarding the purchase of a list of principals and teachers in the state. We all must be promoters of the Iowa Reading Association in other organizations for which we are members.

IX. Announcements:

- a. Board of Directors Meeting, Saturday, October 10, 2015 at 10:00 a.m, Pizza Ranch, Ames
- b. Executive Board Meeting, Saturday, October 10, 2015 at 1:00 p.m, Pizza Ranch, Ames
- c. Board of Directors Meeting, Saturday, January 16, 2016, 10:00 a.m, Pizza Ranch, Ames (Snow Date January **23**)
- d. Executive Board Meeting, Saturday, January **16, 2016**, 1:00 p.m, Pizza Ranch, Ames (Snow Date January **23**)
- e. Executive Board Meeting, Saturday April 9, 2016, 10:00 a.m, Pizza Ranch, Ames
- f. Board of Directors Meeting, Saturday, April 9, 2016, 1:00 p.m, Pizza Ranch, Ames
- g. Executive Board Meeting, Saturday, May 14, 2016, 10:00 a.m, Pizza Ranch, Ames
- h. Board of Directors Retreat, Sunday, June 26, 2016, 3:00 p.m, Pizza Ranch, Ames

- i. Board of Directors Meeting, Sunday, June 26, 2016, 5:00 p.m, Pizza Ranch, Ames
- j. Leadership Workshop, Monday, June 27, 2016 at 10:00 a.m, The Hotel at Gateway, Ames
- k. Iowa Reading Association Conference, June 28-29, 2016, Scheman Conference Center, Iowa State University, Ames
- l. Iowa Reading Association Board Meeting, Wednesday, June 29, 2016, 5:00 p.m. at Scheman Conference Center, ISU, Ames
- m. International Literacy Association 61st Annual Convention, July 9-11, 2016, Boston, MA

X. Adjournment: Stephanie Laird moved and Diane Bean seconded that the meeting be adjourned at 1:45 p.m. Motion carried.

Respectfully submitted,

Deb Mortensen, Secretary
Iowa Reading Association