

953 Sixth Place SE. Mason City, IA 50401-5261  
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**October 27, 2015**

**Tuesday**

**Embassy Suites Minneapolis Airport Hotel**

**Minneapolis, MN**

**MEETING CALLED TO ORDER BY MAC BUNTIN, PRESIDENT**

**QUORUM**

Quorum was established with the following-

BriAnne Baxley, Elaine Black, Mac Buntin, Josephine Camarillo, Beth Crist, Tanya DiMaggio, Lisa Donovan, Ann Hoey, Charlotte Johnston, Matt McLain, Chrissie McGovern, Sharon Rawlins, Cheryl Space, Sandy Wilkerson, Karen Yother

**ATTENDANCE**

Sherry Siclair, Executive Director

Karen Day, Contractor, Day Time Associates

**EXECUTIVE DIRECTOR REPORT**

Executive Director presented and discussed ways CSLP can adopt effective nonprofit qualities that funders look for.

The five basics of an effective nonprofit organization in relationship to CSLP:

1. A clear mission and purpose: we need to memorize and communicate this often while engaging the membership.
2. Ability to perform key functions: because we are the leadership of the organization, it is important to clearly communicate our vision and mission.
3. Strong Policies and Procedures and Practices: we are generally doing well but still a work in progress
4. Governance: initial model is becoming outdated due to growth and change, but we have a strategic plan to help guide us. Strategic plan is a working document.

Change is going to happen whether we drive it or not, best to be prepared and not get caught off guard. We are transitioning from a membership organization to a professional nonprofit and will need to be ready on how to communicate that to our membership. Executive Director will be working on building that infrastructure while enhancing CSLP work to be more relevant to our libraries.

**UNDERSTANDING AND IMPLEMENTING THE STRATEGIC PLAN**

Strategic Plan and new By-laws draft documents were distributed. Current By-laws addresses annual meeting operations while new draft addresses how the board would look and work.

How should this new board look like?

* Between 9-15 members with Executive Board comprising president, incoming president, secretary and treasurer as well as a few other board members.
* It has been decided that the current model of committee members automatically becoming board members does not work due to time commitments
* Include other skill sets that others can offer.

Concerns from Membership Committee:

* Disenfranchising committee chairs.
* How new board is elected. Does the membership vote of slate of board members and then the board members vote on their officers or would the membership vote on every office position?
* State Reps not being part of the board.

Board discussion:

* Majority of board would be state rep/librarians but include a properly identified non librarians that can give another viewpoint, bring certain skill sets and that will challenge us
* But would this outside person be able to commit the time for work and meetings?
* Need incremental changes as well as being ready for sweeping changes down the road.
* Need to communicate with membership about the changes.

**Board Recommendation:**

1. Committee Chair’s will not be required to serve on the Board.
2. General membership will elect specific individuals to be executive officers,

President, Vice, Secretary, Treasurer, as well as additional members at large.

Voting possibilities:

* Membership would vote on Board or Committee Chairs or both.
* Nominating committee would nominate a slate of candidates to the board.
* Membership to vote for all positions.
* Nominating committee will compile a slate of candidates**.**
* Membership to vote on the slate as well as take nominations from the floor

Note\* Current procedure for voting is in our organizational handbook stating 1 vote per state.

**Actions that need to be taken**

WHO VOTES FOR THE BOARD?

State Reps only. Current sitting board members. Nominees= ALL can vote

WHO VOTES FOR COMMITTEE CHAIR?

Nominating committee finds candidates . Specific committee votes for their Chair.

This voting needs to be done before the annual meeting

**MANUALS**

Children’s Chair, Tanya DiMaggio, reported that chapter one was received and sent out to committee. Deadline for input will be Friday, November 6, 2015.

Teen Manual Chair, BriAnne Baxley, reported that contract for editor and writers went out later than expected. Committee discussed chapters, headings and the direction they want to take. Final call out with deadline will be next week.

Early Literacy Chair, Beth Crist, reported having received the first chapter of Early Literacy Manual. Committee would like to incorporate more STEM and early literacy tips as well as an outreach section on how and why to reach families that are non-library users. Beth also noted that Google Docs has been helpful when receiving input from committee members.

Adult Manual Chair, Lisa Donovan reported that Julie Tomlianovich will be editor and writer. She shared ideas with her, created chapter headings and call outs. Timeline still needed from Upstart.

**MANUAL SURVEY**

Survey was presented by Matt McLain. There will be an introduction with survey explanation. Board members gave the following input:

* Correct alphabetizing of the states
* Need to emphasize that paper manuals will continue
* Instead of percentage, use numbers
* Question 8 should be asked first
* Likely content questions won’t be answered
* Front section of manual may not be necessary but if a library needs it, they can request
* Should we add another question regarding the possibility of just one manual? Manual chairs will formulate question but add “family programming”.

**EARLY LITERACY AND INCLUSION**

Call out was made for suggestions for more diverse books to include in the manuals. Suggestions were also given to PSA to make it more diverse. There have been lots of requests to be included on the website. Next step for committee is to help libraries be more inclusive with their programming and to work more with the front matter, outreach to more families. An early literacy manual in Spanish is currently underway. It will contain about 50 pages that will include flannel cutouts. Original content will be used being culturally specific modeling best practices. New manual will be ready in 2017.

**ONLINE MANUAL AND REINGOLD PROPOSAL**

Karen Yother sent out request to Michael at Reingold stating specific needs of CSLP in relation to their 3 year proposal:

1. Website Maintenance
2. Online Manual
3. Summer Reading Champion
4. Partnership and Funder Development

Web contract can be extended to May 31, 2016 to be in synch with our fiscal year.

Online Manual Questions from Reingold (page 2 on contract)

* Workable document with text and images, need to add piece of searchable function, tagged, editable, with web user data
* We estimate at least 15,000
* We would like all manual files to be included in a single purchase
* How to pay for it? Do we want an e-commerce to purchase per download, art fee or raise dues as a flat membership for all manual access? There is a price point that we need to maintain
* Yes we still want to offer DVD

**WEBSITE COMMITTEE**

Statistics available for website usage from Jan. 1, 2015-Oct. 13, 2015, however backdrive analytics was not working from April-October 2015. 806 PSA downloads from Jan-April. After April, there was no concrete data. Elaine will be speaking to Zach at Reingold about this issue,

Elaine recommends dissolution of website committee.

**ACTION**

Motion was made to not fill Website Chair position but will remain vacant effective June 1, 2016. Charlotte Johnston moves, Karen Yother seconded. Motion passed.



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**October 28, 2015**

**Wednesday**

**Embassy Suites Minneapolis Airport Hotel**

**Minneapolis, MN**

**MEETING CALLED TO ORDER BY MAC BUNTIN, PRESIDENT**

**QUORUM**

Quorum was established with the following-

BriAnne Baxley, Elaine Black, Mac Buntin, Josephine Camarillo, Beth Crist, Tanya DiMaggio, Lisa Donovan, Ann Hoey, Charlotte Johnston, Matt McLain, Chrissie McGovern, Sharon Rawlins, Cheryl Space, Sandy Wilkerson, Karen Yother

**ATTENDANCE**

Sherry Siclair, Executive Director

Karen Day, Contractor, Day Time Associates

**PARTNERSHIPS AND ALLIES**

Sherry and Sharon will be taking the lead to classify the different partners and allies

Current partners include: Bedtime Math (star chart to download and app available to members), National Geographic (this will be the last year, includes magazine voucher, books still so pricey), Lunar and Planetary Institute (free program resources), National Parks Service, NSLA (white paper presentation, went well). AWE-only resource not partner.

Possible partner First Books-discounted shipping and they have a grant program for books for low income areas. Sherry has developed a process with working with publishers, creating a sponsorship to underwrite the costs of the supply.

Publishers are now approaching CSLP to work with us and we are also going to them with specific expectations.

Should annual meeting may have include a vendor hall?

Possible next reading champion can be an artist to coordinate best with theme Build a Better World.

**PR & MARKETING**

Filming of Kate DiCamillo will be Friday Nov. 13, 2015 in Savannah, Georgia. Project cost $5000.

Filming will need:

* Script ideas….sports theme, general theme, schools
* Strategic to have her focus on schools since we are pushing for outcome measures from schools
* Would like her to wear 2016 SRP t-shirt
* Top 10 reasons to read

PSA how do we make it work for us…or how is it not working for us:

* Expensive but designed for different consoles
* We don’t have good data for usage
* Generally cost about $700 per state with all formats
* Should we focus on social media, more people on social media than watching TV
* Firewall issues with open access and no password protection
* Need to leverage the product better, short pieces were created (15 seconds)
* Possibly making the PSA last longer and more generic (not just summer reading but libraries and reading in general so PSA can be used longer)
* Mostly libraries wanting to customize the PSA is where the problem happen

PR/ marketing Committee Issues:

* Committee not as active
* Work load was more than anticipated
* Who will take over next, or shall it dissolve and put onto Executive Director and/or Admin Services, Daniel has put together a great PSA without board working on it…doesn’t have to be a board member or committee and just make it a project manger
* How will PR be handled, how would it look like, with and without committee?

**Board Recommendation:**

Minimize Reingold work and continue with their services for at least one more year.

**ACTION**

Matt McLain moves to appoint a volunteer from the membership to work on 2017 PSA. Sharon Rawlins seconded. 1 oppose. 1 abstention. Motion passes.

Discussion: Need to start this Winter. Charlotte will ask Lesley Mason.

Teen Video Challenge –low usage, you get what you give into it

* Mixed feelings either to keep or take away
* Good then but need something different now?

**ACTION**

Sandy Wilkerson moves to discontinue Teen Video Challenge. Elaine Black seconded. 1 oppose. 1 abstention. Motion passes.

**FINANCIAL**

Auditor’s Report presented and all looks fine.

**ACTION**

Charlotte Johnston makes a motion to accept the auditor’s report as presented. Elaine Black seconded. Motion passed.

Financial Report Discussion:

* Check from Demco has been receive and we now have a positive balance.
* Draft Budget for next year was presented. We will continue to estimate income conservatively and high in expenses.
* Legal Services Fee Agreement presented with extension to May 2019.
* Report will be taken back to Budget/finance meeting and then the final budget presented at annual meeting.

New Expenses Discussion:

* Liability**-** Protects all of us, because we’ve been asked for event insurance….liability is like all inclusive to 1,000,000. Also covers when we go out and represent CSLP which we don’t already have

**ACTION**

Karen Yother moves to accept the Legal Services Fee Agreement. Chrissie McGovern seconded. 1 abstention. Karen Yother ammended motion for agreement to run from January 1, 2016-May 2019. Motion passed.

* Artist contract- Didn’t need to negotiate, easy to work with, being paid in 3 installments:

$2500 down payment

$2500 Halfway

$5000 Final

**ACTION**

Sandy Wilkerson moves to approve all employees to worker’s compensation effective immediately. Seconded by Karen Yother. Motion passed.

**OUTCOME MEASURES**

Demonstration project in Rhode Island measuring reading retention with summer reading participation using tests students are already taking. This would be an easy, cost effective way to have an indicator. It would at least get us a baseline. School system was interested and wanted to find out if kids lose reading skills over the summer months.

**FUTURE PLANNING FOR CSLP**

* New Grammy museum going up in Mississippi and can be potential partner with CSLP for 2017 Music theme. Mac will pursue this.
* Mac would also like to pursue Home Depot and Lowes.
* Things going well with Strategic Plan and hope to approve personnel policy.
* Karen Yother recommend online component such as Great Reading Adventure for future use
* Role of Adhoc Stats committee-Elaine will contact Tessa to put out survey, need to ask the same 3 question consistently but will need to put questions out before the program starts.
* Rules of Use-change in licensing agreement could mean more work for ROU person. Currently Demco takes care of all inquiries.
* ROU Committee could be dissolved or moved to an adhoc status

Karen Day will send Sandy licensing artist agreement when complete.

**EXECUTIVE SESSION**

Charlotte Johnston made motion to go into Executive Session. Matt McLain seconded. Motion passed.

Assigned tasks for Sherry:

1. Expereince with Excel
2. Experience with PowerPoint and GoToMeeting
3. Experience with Skype

Karen Yother made motion to adjourn Executive Session. Matt McLain seconded. Motion passed.



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**October 29, 2015**

**Thursday**

**Embassy Suites Minneapolis Airport Hotel**

**Minneapolis, MN**

**EXECUTIVE SESSION CALLED TO ORDER BY MAC BUNTIN, PRESIDENT**

**QUORUM**

Quorum was established with the following-

BriAnne Baxley, Elaine Black, Mac Buntin, Josephine Camarillo, Beth Crist, Tanya DiMaggio, Lisa Donovan, Ann Hoey, Charlotte Johnston, Matt McLain, Chrissie McGovern, Sharon Rawlins, Cheryl Space, Sandy Wilkerson, Karen Yother

Motion made by Charlotte Johnston to continue Executive Session. Seconded by Karen Yother.

Motion passed.

At 8:00am, discussion from Wednesday, October 28, 2015 continued.

At 9:00am, Executive Director joined discussion.

At 9:47am, motion made by Sandy Wilkerson to adjourn Executive Session. Seconded by Chrissie McGovern. Motion passed.

**MEETING CALLED TO ORDER BY MAC BUNTIN, PRESIDENT**

**QUORUM**

Quorum was established with the following-

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**ATTENDANCE**

Sherry Siclair, Executive Director

Karen Day, Contractor, Day Time Associates

**VENDOR COMMITTEE REPORT**

Subcommittee was formed and met via conference call on May 12, 2015.

David Macaulay is our artist for 2017. This will be the first time that we are contacting the artist themselves.

First sketch for children’s poster presented: image of children in the library/architecture, digitally colored, favored by board

First sketch of Early Literacy presented: construction theme, showing buildings that children see every day, not an early literacy illustrator, need to give him more direction

* Suggestions: incorporate blocks, add children, children playing, library building, playing with big machinery

Contract was signed and completed. Please email Chrissie McGovern for further suggestions.

**MINUTES**

Minutes from meeting October 7, 2015 were reviewed. Correction made to spelling of Charlotte Johnston. Motion made by Matt McLain to accept minute. Seconded by Lisa Donovan. Charlotte Johnston and Ann Hoey abstained. Motion passed.

**FINANCIAL FOLLOW-UP**

Decisions to be made:

1. Eliminate CD/DVD option?
2. Come up with a download cost, need to be at least $7.00 to break even. This includes content and artwork, but paper cost would need to be $20 but would also include a USB. Online cost would be $8.00
3. Adjust shipping cost, with CSLP paying only half for 2017 and none for 2018.

Concern that some states may not have enough broad band, however CSLP can work directly with the particular state to meet their needs.

Possible online manual committee volunteers: Sarah Sego and April Mazza. Mac will ask April Mazza.

**UNFINISHED BUSINESS**

**ACTION**

Charlotte Johnston made motion to accept Personnel Policies as presented. Seconded by Sharon Rawlins. Motion passed.

**ACTION**

Chrissie McGovern made motion to accept Liability Insurance Policy as presented. Seconded by Charlotte Johnston. Motion passed.

November meeting cancelled. Please send all correspondence to President-Elect, Executive Director or Administrative Contractor as current President will be indisposed temporarily.

Individual Board members follow-up duties:

·        Matt will send out updated survey over email for board to look at.

·        Tanja to continue working on Children's manual.

·        Karen Yother will draft letter to Michael at Reingold regarding three year proposal.

·        Charlotte will work on PSA pieces with Daniel and Kate and follow up with Lesley Mason if

interested in helping with PSA next year.

·        BriAnne to continue working on Teen manual.

·        Elaine will look for RFP with webmaster services and will contact Tessa to give go ahead to

send out survey Stats Adhoc committee did last year

·        Cheryl will ask her committee for diverse book suggestions for teen and adult manuals, will

work with Beth on list of requirements for Spanish manual writer and editor to match early

literacy manual, will also ask committee for more resources that reflect what's currently

happening in the libraries.

·        Sherry will prioritize her projects , clean up budget, have meeting with Connecticut

regarding outcome measurement.

·        Mac will connect with grammy people and contact Lowes and Home Depot to find ways to

work together.

·        Josephine will follow-up on board to-do list, send out face to face minutes, and continue

monitoring strategic plan.

·        Ann will work on new Bylaws.

·        Beth will work on Spanish language early literacy manual and continue reviewing Early

Literacy manual.

·        Sharon to continue working with Sherry on additional partnership and work to include

descriptions for each partnerships and will be adding suggested booklists to manuals.

·        Lisa will continue working with Adult manual editor and will start to include listing mission

statement in future committee correspondences.

·        Sandy will work on ROU rewrite with a goal to present at annual meeting and will also work

on current partnership agreement.

·        Chrissie will send feedback to artists and will ask Heidi about searchable online PDF's (please

correct if needed, the recording didn't quite pick up your voice)

Charlotte recommends that PR/PSA chair position remain vacant, more volunteer than a board will continue till term ends

**ACTION**

Chrissie McGovern motions to leave PR/PSA Chair position vacant. Seconded by Lisa Donovan. Discussion, board will revisit two vacant seats at Fall 2016 face to face meeting. Motion passed.

Charlotte Johnston announced that should Lesley Mason not be able to fill PR/PSA vacant chair position, she will manage PR/PSA project only.

**ADJOURNMENT**

Motion made by Lisa Donovan. Seconded by Chrissie McGovern. Motion passed.