**Board of Directors Meeting Minutes  
January 6, 2016  
1:00 p.m. CST**

**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, Sharon Rawlins, Cheryl Space, Sandy Wilkerson, Karen Yother

Excused- Chrissie McGovern

**ATTENDANCE**

Sherry Siclair, Executive Director

Karen Day, Contractor, Day Time Associates

**MINUTES**

Minutes from meeting October 27-29, 2015 and December 2, 2015 were reviewed. Motion made by Sharon Rawlins to accept minutes; seconded by Beth Crist. Motion passed.

**COMMITTEE REPORTS AND AGENDA ITEMS**

Finance

Treasurer McLain presented financial reports and was discussed.

Treasurer reported as of December 31, 2015:

YTD: Income $397,718.97, Expenditures $346,470.37, Net Operating Income Balance: $51,248.60

Next Financial Committee meeting to be held on February 25, 2016 11am CST.

Executive Director Report

Report presented and discussed. TeachingBooks.net no longer an ally due to budgetary reasons.  Executive Director is preparing a basic handout about board member responsibilities that will be helpful to new board members. Sharon Rawlins is assisting in this process.

Manual Survey

Manual survey has been completed and will be sent out to the membership on February 2, 2016 right before our monthly board meeting so as to discuss feedback if any.

By-laws process update

President Buntin sent out letters to State Reps regarding bylaws changes/process. Georgia Public Library Service will help with webinar for State Reps to address questions regarding the proposed new bylaws. Webinar dates are January 21st and January 25th.

Online voting form will be the last week in January to vote for proposed bylaws. This will help provide direction to the nominating committee.

Strategic Plan

Strategic Plan is right on track with goals either completed or ongoing. A new strategic plan will soon need to be in place. Executive Director is currently working on committee evaluations, board orientation, and staying in contact with NSLA. Anyone with connections with Campaign for Grade Level Reading, please contact Sherry. Meeting dates for standing committee will start to be posted on committee page.

Nominating Committee

Karen Yother will be heading up nominating committee contingent on new bylaws passing.

Executive Director emphasized identifying skills sets needed and then finding the specific person that fill a particular skill set.

Social Media Strategy

President Buntin recognizes the importance of social media but feels we have not done an adequate job. Need to have a clear direction with what we can do and what we want to do with Facebook. Currently Angela Germany is doing Pinterest and is doing a great job. Executive Director will send her a thank you letter on behalf of the board. CSLP also has a YouTube account that can be better utilized. Now is the time to revisit our Facebook page with a goal and intent of how our organization could best utilize it. Please send further comments or questions to President Buntin.

Reingold Discussion

CSLP will discontinue working with Reingold at the end of February 2016. Executive Director has found a PR firm and website host. Tracey Miracle from Candlewick referred CSLP to the PR firm, Blue Slip Media from Florida, who Sherry recommends. Cost would be $5000 from April-August 2016. They specialize in promoting children’s books and authors.  Also Executive Director found Parker Web Services to host our website. They have an office in New Hampshire and Charlotte, NC. They would charge $275 for the first 3 months then price decreases after that and then

charges by the hour, $130/hour, if we use less it rolls over, if we use more we get charged. No contracts required, only month to month with 30 day money back guarantee.

Executive Director will send costs estimates to Treasurer. Web address should also stay the same.

**ACTION**

Motion made by Matt McLain to pursue Parker Web Services contingent that CSLP web address stays the same. Charlotte Johnston seconds. Motion passed.

Board training session

Executive Director contacted Maryanne Villareal. She is very familiar with libraries and comes highly recommended. She will not charge a fee but will require travel costs to be covered.

**ACTION**

Motion made by Sharon Rawlins to accept MaryAnne Villareal as board trainer for annual meeting. Seconded by Ann Hoey. Friendly amendment to motion, replace “accept” to “invite”

Motion passed.

Outcome based summer reading program project   
Nothing new to report. Current sites are Providence, RI and Hamden, CT. North Dakota is interested.

Annual Meeting Update

Board members need to register for meeting, make own hotel and travel arrangements.

Send documents to Karen Day for reimbursement.

**ADJOURNMENT**

Motion made by Karen Yother. Seconded by Matt McLain.

Motion passed.

**Next Meeting: February 3, 2016, 1:00 p.m. CST**

Minutes respectably submitted by Josephine Camarillo, Board Secretary.