

General Membership Business Meeting Minutes Salt Lake City, Utah April 19, 2016

MEETING CALLED TO ORDER BY MAC BUNTIN, PRESIDENT ELECT

Welcome and Introductions

Introduction of Board Members and Committee Chairs

Approval of Agenda

ACTION

Motion made by South Dakota to approve agenda. West Virginia seconds.
Motion passed.

Minutes from 2015 Annual meeting presented and were approved by Board.

President's Report presented and further discussed. President very appreciative of all the great work the membership has done and how much CSLP has developed

Treasurer's Report

Treasurer McLain presented financial reports.

Current budget as of March 31, 2016:

Year-to-date (YTD) we have received \$570,338.35 in income. Our YTD expenditures are \$426,154.30. We have YTD positive balance of \$144,184.06.

2016-2017 Proposed Budget was presented and discussed.

Estimated income- \$704,354

Estimated expenses- \$704,354

Total operating reserves- \$893,712

Budget and Finance Committee approved budget

Executive Report

Executive Director report presented and discussed. CSLP is volunteer driven that depends on active participation of whole membership. We put out a professional summer reading program that is adaptable and growing as well as fiscally responsible. CSLP future is bright and strong. We continue to advocate for summer reading, literacy and education outcomes. We do this by building infrastructure to support new efforts, develop strategic relationships, and form alliances to advocate for summer reading.

The last 10 months:

- Implementation of new bylaws for more flexibility, strategic plan to guide work, a vision and a mission
- Added two new national allies (campaign for Grade level reading, Read Aloud)
- Initial exploration on Outcome Measurement

Questions from membership:

- Will there be a template on outcome measurement and how to implement - yes
- Next partner for next year, who will be the target audience – not at this time
- Have strategies been developed to work with the schools –yes school outreach

Online voting will go through google

Meeting Adjourned

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Announcements

Please take home CSLP pamphlets

Departure times are posted

Please sign up for Thursday dinner ASAP if you're planning to stay

Agenda

Change 11:30am PR/Marketing/Website meeting
 12:00pm Inclusion meeting

Introduction of Candidates

Adult Manual- Placedia Nance (NC)

Adult Manual- Sarah Columbo (LO)

Children's Manual- Tanya DiMaggio (LO)

Early Literacy Manual- Adrienne Butler (OK)

Teen Program Manual- BriAnne Baxley (SC)

Vice-President/President-Elect- Lisa Donovan(AK)

Board Member At-Large- Elaine Betting (OH)

Inclusion-Lisa Hellman (MO)

Budget and Finance Committee

Survey was broken up into two sections- state representatives and general members.

Results include:

- front matter will be removed
- paper still favored
- currently thinking of not producing CD/DVD

Questions/Issues/Concerns/Ideas:

- when will the final decision be made
- members would like to look at survey
- some libraries will have problems downloading due to poor broadband speed,
- PSA could be on the USB but would need to consider timeline.

- concern that paper manual cost will rise because most rural libraries use it
- more than half rural libraries need paper manuals
- would single libraries would need their own login
- rural libraries prefer paper manual, could state print what they need, cheaper than to ship what they need than the whole manual
- online poll may have been just answered by those with online access
- does each site pay for access, if shipping cost of manuals will change, how much will each state need to pay extra
- Tessa(WI)-have we compared with other summer programs, have you considered having a superuser to have the flexibility to send out content as needed
- how will this affect out school libraries

2018 Slogans

Slogan choices were presented. Online voting will be open

Change will happen next year (2017) for one slogan option
States get 3 votes (only state reps)
Voting commences online

Membership Committee

Chair presented report and discussion followed.

Website/PR/Ad Hoc Social Committee

Website and PR/Marketing Committee will be on hiatus until further notice.
Charlotte Johnston (SC) will continue to work with CSLP on PSA.

ACTION

Jana Fine (FL) will continue Teen Video Challenge

Ad Hoc Social Media Committee

Proposal presented and discussed.

ACTION

Jasmine Rockwell (SD) will create a new CSLP Twitter account associated with a new Gmail account.

List of current CSLP Social Media Outlets:
FaceBook-primarily for librarians, Pinterest and Twitter

Inclusion Committee
Chair presented report.

2018 Slogan Results

Children/Early Literacy -	Libraries Rock
Teen-	Libraries Rock
Adult Rock-	Libraries Rock

2019 General Theme Discussion

ACTION

Lori Special (NC)-motion one slogan forevermore; April Mazza (Mass) seconds
Discussion:

- concern that it may not work every year, need the process of agreeing
- must think forward....2017 2018 2019 are one slogan
- what is the role of the new firm
- more choices of artwork with one slogan
- one slogan contributes to branding
- easier to think coming into it with one slogan
- could we still vote one way or another
- can we send the option to our libraries to choose

MOTION withdrawn

Questions/Issues/Concerns/Ideas:

- we should delay a permanent vote until we see the end result
- should be on agenda to continue discussion
- would like data to see how the first 1 slogan pans out
- one slogan may not work all the time
- need more diversity in selection
- should we hire a professional
- appreciate getting the survey, likes how everyone gets involved
- support having a professional; future funding is tied to the theme and artwork

Theme Selection Discussion

- Space 2019 50th anniversary of space walk
- Get rid of food
- Clarification that FOOD should be left off the list
- Have a rotating cycle of themes –but keeping with the timeliness of themes
- Space partners: NASA has already done programs
- Space can encompass travel, fantasy, exploration, technology
- Space may be too narrow
- Broader the better

Online voting now open

Children’s Manual Committee/Early Literacy Manual Committee

How the manual is going to look like?

- Common subthemes
- 1 manual with different age groups
- Front matter will be removed

Questions/Issues/Concerns/Ideas:

- concern with differentiating the themes
- some subtitles may not be transferable to some age groups
- will the 1 manual be searchable to compile specifics
- awareness of other program options will be seen
- how will the technology support the 1 manual

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Teen Manual

Teens will now be able to be part of the committee on the condition that a member is also actively involved.

Questions/Issues/Concerns/Ideas:

- more diverse books
- add why this worked for the teens
- materials for older teens needed
- lock ins

Adult Manual Ideas

- Need adult webinars too
- teen ideas also applicable for adults, support one manual, music club, ukulele club
- cross referencing program ideas across the manual
- generic adult program training
- need new adult age programming, integration of programs
- senior games, movement activities
- create an app
- adult coloring program
- art programs
- big festival days, glow party, mixology program
- nontraditional families, involving grandparents
- film program, Woodstock, display of concert t-shirts
- music formats
- name that tune, music trivia, 80s prom
- fix the song lyrics
- adult storytime

Twitter Account
#cslpreads

Vendor Meeting

2017 Artwork presented for the Children, Teen and Adult program

Questions/Issues/Concerns/Ideas:

- kids creating music with natural and home stuff
- variety of musical styles
- scarves, parachutes
- Dinosaur xylophone
- music and dance
- playing and listening to music
- animals playing music
- Charlie brown gang
- digital music
- keep images mature
- robotics/technology
- librarian with bun rapping/man bun
- music notes turning into letter and words
- library building
- sheet music and measures
- girl in wheelchair wearing tutu/boys dancing too
- cultural dance and music (consult with native people)
- Imagination

2018 Artist discussion

Voting online now open till 2pm. Everyone votes for top 3

Questions/Issues/Concerns/Ideas:

- Think about varying artist styles
- Brian Collier-diverse enough
- Contract with artist to do 3 different artwork for the ages
- Christian Roberson-animation of "what is music"
- Brian Pinkney-Max character
- Frank Morrison
- John Rocco

Program incentive discussion-Upstart Representative

Category sales report presented and discussed. 2016 sales are generally down.

Questions/Issues/Concerns/Ideas:

- Women's t-shirt design not available in unisex
- Rubber duckies and bubbles good
- Uncut printable teen bookmarks-good
- Lower cost of products (amazon items are less expensive)
- Want sunglasses
- Hoodies
- Blended program posters (food/library)
- Treasure chest of random pieces (clearance items)
- Early literacy partnerships
- How can schools order CSLP materials
- Bundle for school outreach
- National partnerships discussion (Lowe's, Home Depot)

2017 Incentives

Prizes need to be more program related.

2018 Top Ten Artist

Frank Morrison
LeUyen Pham
Brian Collier
Christian Robinson
Katie Nelson
Brian Pinkney
Peter Brown
Sandra Boynton
Mark Buehner
Peter Reynolds
John Rocco
David Weisner

ANNUAL MEETING ADJOURNED