



Board of Directors Meeting July 5, 2017

MEETING CALLED TO ORDER BY MATT MCLAIN, PRESIDENT

QUORUM

Quorum was established with the following-
BriAnne Baxley, Elaine Betting, Josephine Camarillo, Jamie Chipman, Deanne Dekle,
Chrissie McGovern, Matt McLain, Sharon Rawlins, Sally Snyder, Sandy Wilkerson

Absent- Cathy Lancaster, Anne Lemay

ATTENDANCE

Luke Kralik, Organizational Coordinator
Karen Day, Day Time Associates

MINUTES

Minutes from June 7, 2017 meeting were reviewed. Motion made by Rawlins to accept minutes; seconded by Betting. Motion passed. Abstentions: none.

COMMITTEE REPORTS AND AGENDA ITEMS

Financials

Treasurer report as of June 30, 2017:

Income:	\$ 84,557.05
Expenditures:	\$85,618.38
YTD Balance:	\$-1,061.33.
YTD Assets:	\$1,056,721.32.

CSLP received \$1000 for lodging reimbursement from Library of Congress from awards ceremony. North Carolina vouchers are complete and clear for 2017 program. Because North Carolina cannot contract directly with DEMCO, CSLP must purchase items and be reimbursed.

Organizational Coordinator Update

CSLP Newsletter-Draft of newsletter in progress; newsletter will be used as an outreach and communication tool for membership. Will be sent out after board meeting.

Contracts-Draft of editor and writer contracts for Teen, Adult and Early Literacy have been sent to Melissa for review. Editor for Teen manual will now be contracted with DEMCO to work on Children's manual. We are still in need of an editor and writer for Teen/Adult manual as well as payment.

Online Manual- Kralik working with Parker Web to improved search ability, ease of navigation and usability, specifically for images that can be easily downloaded. Target goal date of completion set for October 2017.

Committee Sign-Up Form

Kralik received draft of committee sign-up form from Baxley to finish up. Form was sent out to Board for feedback and is now ready to send out to membership.

Artist Update

Sketches from Leeza Hernandez were received and sent out to committee. Overall, committee is happy with the sketches. 2021 artist has been tentatively selected. Membership will now need to select themes for the next two years. Complete list of themes will be given out to the membership as a reminder of past themes used.

Mission Statement Committee

Committee was formed to rewrite CSLP Mission Statement. McGovern created a survey that asked what key words come to mind when thinking of CSLP. Draft Mission Statement as follows:

(DRAFT) CSLP Mission:

We empower libraries to foster community.

(DRAFT) CSLP Vision Statement:

We collaborate with libraries on a unified theme to provide a reproducible program, share resources and offer professional support for an inclusive literacy based program that is enjoyable for all ages.

ACTION

Motion made by Betting to accept revised Mission Statement to “We empower libraries to foster community”. Seconded by Synder. Motion passed.

Vision statement still a working draft with further wordsmithing.

Strategic Planning

Currently now on next phase of developing core themes/goals/activities based on Mission and Vision Statement. Kralik shared samples of other mission statements with their corresponding themes. He will send out survey to board to gather key elements/themes that support our vision and mission statement and what are we doing to articulate and communicate to the membership what we are devoting our resources to. Survey to be completed by July 14, 2017.

Vendor Agreement

McGovern sent out addendum to Demco contract. Change in fees are as follows:

Fee for Services. (Section 8 of Agreement) The fees for the additional Program Year include the following:

- (a) Early Literacy Manual: \$2000
- (b) Children’s Manual: \$9000
- (c) Proofing, Fact checking, Indexing of all manuals (Early Literacy, Children’s, Teen and Adult): \$ 3,000

ACTION

Motion made by Rawlins to accept vendor agreement addendum for Demco contract 2019/2020. Seconded by Synder. Motion passed.

2018 Teen Video Challenge (TVC)

Day forwarded message from Jana Fine in regards to continuing TVC:

Option #1: Continue the process as before – each state is responsible for organizing, advertising and promoting the challenge in their own state.

Option#2: CSLP will create a Facebook ad that will be sent to all states for their use. The states will send out the information about the challenge and the contest information will be housed on the CSLP website. This will include an entry form that libraries or individuals can fill out and send to their respective state agency. Each state will be responsible for judging the videos and picking a state winner.

Option#3: This option would need to be planned at least a year in advance. CSLP will send promotion information to all states and territories about the challenge. The entry form and information will be housed on the CSLP website. All entries will be sent to the TVC chair. The chair and the Executive committee (or their jury choices) will view and judge one winner for the national competition. That winner will receive a cash prize of (roughly \$2000), national airplay on stations such as PBS, a live presentation at the annual CSLP meeting.

McLain will send Board input to Jana Fine and ask that she put together a formal proposal. Board agrees that there be one national chair for TVC, videos would be no longer than 30 seconds, theme would be general library base and no TVC for 2018.

Archiving Online Manuals

Day and Kralik have discussed archiving 2018. He is currently working with Parker Web on indexing and search ability. Question on should 2017 manual be archived as well as other manuals and put on CSLP website?

Board in favor of having manuals archived. Day will check active member logins and web hits on previous manuals.

Blue Slip Media Update

Rawlins met with Blue Slip Media and their contract will end on June 30th as they have exhausted all their resources. This will save CSLP on costs (\$2000). Rawlins will create a list of promotional obligations for MOU for next reading champion.

Fall Board Retreat

Day will begin to make flight and hotel reservations. Lodging will be at Crowne Plaza Hotel, St. Louis, MO. Travel day set for Wednesday, Sept 20, 2017 with full work days Thursday and Friday. Return flights set on Saturday. Those needing to return earlier, please talk with Day.

OTHER

ARSL

CSLP will be sponsoring Friday breakfast.

NSLA

Conference will be October 23-25, 2017 in Phoenix, AZ. Board members will plan to attend as a vendor attendee.

Star Net

Star_Net interested in partnering with libraries. They are selling kits at low cost and is offering to do professional development for libraries. Their office is located in Boulder, CO which makes great timing with 2018 CSLP Annual meeting in Denver.

ADJOURNMENT

Motion made by McGovern to adjourn meeting. Seconded by Baxley. Motion passed.

Next Meeting: August 2, 2017 1:00pm CDT

Minutes respectfully submitted by Josephine Camarillo, Board Secretary.