

Board of Directors Meeting Minutes
February 3, 2016
1:00 p.m. CST

MEETING CALLED TO ORDER BY MAC BUNTIN, PRESIDENT

QUORUM

Quorum was established with the following-

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

Excused- BriAnne Baxley

ATTENDANCE

Sherry Siclair, Executive Director

Karen Day, Contractor, Day Time Associates

MINUTES

Minutes from meeting January 6, 2016 were reviewed. Motion made by Karen Yother to accept minutes; seconded by Charlotte Johnston. Motion passed.

COMMITTEE REPORTS AND AGENDA ITEMS

Finance

Treasurer McLain presented financial reports and was discussed.

Treasurer reported as of January 31, 2016:

YTD: Income \$398,658.42, Expenditures \$367,416.15, Net Operating Income Balance: \$31,242.27.

For annual meeting in April, one hardship request was higher than anticipated but will be supported. In addition, some members will be needing to stay an additional night due to availability of flights. Those have been approved on a case by case basis.

2017 budget draft was completed by Executive Director and Treasurer will be sent out to Board. Please email Treasurer with questions and comments by Feb. 19th. Next Budget and Finance meeting will be Feb. 25, 2016.

Manual Survey

Currently, 816 members have responded to the survey. Overall, members are pleased with our work. 78% say they use some manual material, 3.5% say they do not use the manual or any elements at all and 37% respondents still prefer paper manual. People would also like to integrate Pinterest into the manual.

75% of State reps responded they like the switch to USB and agree with proposed pricing structure of \$8.00 for login only and \$10 for USB. Few have concerns but will be addressed. Reps are agreeable to paying half the shipping for USB. Nobody has said that they could not make it work. 93% of respondents agree of taking out front matter of manual and posting it online or to USB.

Executive Director's Report

Report presented and discussed. Executive Director Sherry expressed appreciation to those able to volunteer at PLA but more volunteers are still needed. Upstart will be donating a raffle prize for PLA. Executive Director also met with MaryAnne Villareal regarding board training and all is on track. Sherry also looking into Charlotte-Mecklenburg that is also doing outcome measurement and will try to get NSLA on their radar.

By-Laws Process Update

ACTION

Bylaws passed unanimously with 49 yes votes, 0 no's and no abstentions.

Thank you to Elaine Black and Georgia Public Library Service for hosting the webinars. Bylaws will take effect immediately as it will help inform the work of the nominating committee. Current committee chairs will complete their original board term however committee chairs will not be obligated to be on the board. Nothing changes retroactively but going forward board will slowly be in line with new bylaws. President Buntin will send notice out to State Reps regarding website and PR committee chair position remaining vacant. Organizational handbook will be updated to reflect new bylaws. Rules of Use Chair will still be in place.

Strategic Plan

All areas have been completed or in progress with the exception of Goal 2 of reducing expenditures by \$30,000 and Goal 4 of offering grant competition.

In looking at grants, it would be best to have a focus such as Outcome Measurement.

Hiring Blue Slip Media

Will start April through August.

ACTION

Motion made by Matt McLain to approve Blue Slip Media contract. Sharon Rawlins seconds. 1 opposition. Motion passed.

Social Media Strategy

Karen Yother will be heading up committee consisting of Jasmine Rockwell, Angela Germany, Justin Maga, Lesley Mason and Chrissie McGovern to create a plan. Meeting outline was sent out to committee that included discussion points based on board conversations such as primary purpose of the social media, CSLP website, what will the content be, target audience, best social media outlets, who will be taking the lead roles and responsibilities for the different types of social media, is a cloud software available, timeline, and content focus. Once information is gathered, committee will share with board.

Grammy Museum

Grand opening will be March 5-6, 2016 in Cleveland, MS. President Buntin met with staff and gave them a USB and showed a print manual. President Buntin put in a request for a CSLP song for upcoming music theme. They will talk with LA Grammy people regarding possible involvement with CSLP. Because they support education, they sounded positive and supportive. Further details will be presented as it comes.

Nominating Committee

Karen Yother heading committee with members: Lesley Mason, Merri Monks, Cindy Christian and Lori Special. In the process of preparing to talk with potential board members.

Website Update

Sherry spoke with Reingold regarding CSLP moving forward with new website host. Reingold has agreed to host up until the switch. Sherry will start compiling a list of website feedback, issues and changes we would like addressed for the website. There will be no downtime during the transition. Access to PSA will not be affected.

Board training session

President Buntin would like all board members, current and outgoing, to attend the training session.

Annual Meeting Update

Currently there are 30 registrants, 6 board members and several proxies. Final draft of agenda has been completed. Karen Yother and President Buntin working on orientation for Tuesday night.

ADJOURNMENT

Motion made by Karen Yother. Seconded by Sharon Rawlins.
Motion passed.

Next Meeting: March 2, 2016, 1:00 p.m. CST

Minutes respectfully submitted by Josephine Camarillo, Board Secretary.