
Board of Directors Meeting June 7, 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,
Cathy Lancaster, Anne Lemay, Chrissie McGovern, Matt McLain, Sharon Rawlins, Sally
Snyder, Sandy Wilkerson

Absent- None

ATTENDANCE

Luke Kralik, Organizational Coordinator
Karen Day, Day Time Associates
Karen Yother, OC Trainer

MINUTES

Minutes from May 3, 2017 meeting were reviewed. Motion made by Rawlins to accept minutes; seconded by Yother. Motion passed. Abstentions: none.

COMMITTEE REPORTS AND AGENDA ITEMS

Financials

Treasurer Lemay presented financial reports and was discussed. Treasurer reported as of May 31, 2017:

Year-to-date (YTD) we have received \$657,836.88 in income. Our YTD expenditures are \$524,834.44. We have YTD balance of \$133,002. Assets \$1,047,084.24.

In process of switching banks in order to have FDIC coverage for all of the accounts.

Organizational Coordinator Update

Yother and Kralik have met at least once a week discussing CSLP business. Upcoming, Kralik scheduled to meet with Demco, lawyers and CSLP office in July. Kralik and Yother will be meeting at ARSL.

Committee Members/Lists

Manual Chairs discussing best way to update list of committee members. They are currently looking to have an application for those wanting to be on a committee. It will need to have a start/end date to foster rotation of committee members while keeping committee members accountable with their work output.

Baxley working with Demco on one call out for manual writers and editors, inclusive of all manuals. Details still be worked out.

Ad Hoc School Outreach Committee

Tanya DiMaggio still willing to continue as Chair for School Outreach committee but would be happy to relinquish role to other interested members. She has agreed to be chair for one more year.

ACTION

Motion made by Lancaster to make School Outreach an official committee.
Seconded by Chipman. Motion passed.

CSLP Newsletter

McLain had requested Kralik to create a newsletter template in which the newsletter will be sent out monthly to state reps and posted on website. Board will contribute content in their respective committee/issue areas. Suggested that link to newsletter be outside the membership login for ease of access. Template will be sent via Google docs to board.

Strategic Planning

Outline of strategic plan reviewed and discussed. Plan will be solidified at Board retreat in September 2017. Board will need to gather ideas and areas of focus of where we want to be in five years. There needs to be at least five goals in the strategic plan.

There will be a small group to work on a new mission statement. Please send ideas to McGovern to include in the mission statement.

2018 PSA Project

Charlotte Johnston has agreed to continue to be point person for PSA project. Board will need to decide if there will be a new reading champion for 2018 to compliment music theme, preferably someone recognizable to everyone of all ages. McLain will ask Johnston to ask Daniel for a list of potential musicians as well as if a shorter PSA video that can be shared on FaceBook.

OTHER

ARSL Sponsorship September 2017

Current budget for advertising is \$10,000.

1. ARSL sponsorship levels are as follows:

Welcome Reception Sponsor \$2,000

Booth space including ONE skirted table, piping and draping

TWO complimentary Conference Registrations

Premium Listing in Conference Program

Signage at Welcome Reception held Wednesday evening

Listing on Conference Slide Show

2. Meal Sponsors \$2,000

Booth space including ONE skirted table, piping and draping

TWO complimentary Conference Registration

Premium Listing in Conference Program

Signage in meal area

Company name/logo listed in Conference Schedule in conjunction with Breakfast listing

3. Speakers Sponsors \$1,500
Booth space including ONE skirted table, piping and draping
TWO complimentary Conference Registrations
Premium Listing in Conference Program
Signage at General Session sponsoring
Listing on Conference Slide Show
4. Break Sponsors \$1,000 (All Breaks will be in Vendor Area)
Booth space including ONE skirted table, piping and draping
ONE complimentary Conference Registrations
Premium Listing in Conference Program
Signage in break area
Listing on Conference Slide Show
5. Conference Bag Sponsor \$1,500
Premium Listing in Conference Program
Company Name/Logo posted on committee selected bags given to every
Conference Attendee
6. Promotional Ad in Program \$100
Available to Vendor Attendees and Non-Attendees
¼ sheet in size

ACTION

Motion made by Sally for CSLP to sponsor ARLS Meal at \$2000. Seconded by Lemay. Motion passed.

2020 Artist

LeUyen Pham contract has been finalized and signed.

Board Retreat September 20-23rd

Location tentatively St. Louis, MO. Karen Day will make final arrangements. Arrive Wednesday, work all day Thursday and Friday, fly home on Saturday.

ADJOURNMENT

ACTION

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

Next Meeting: July 5, 2017 1pm CT

Minutes respectfully submitted by Josephine Camarillo, Board Secretary.