
Board of Directors Meeting Minutes September 25, 2016 Indianapolis, IN

MEETING CALLED TO ORDER BY SHARON RAWLINS, PRESIDENT 1:35PM

QUORUM

Quorum was established with the following-

BriAnne Baxley, Elaine Betting, Josephine Camarillo, Lisa Donovan, Ann Hoey, Chrissie McGovern, Matt McLain, Sharon Rawlins, Sandy Wilkerson, Karen Yother

ATTENDANCE

Karen Day, Contractor, Day Time Associates

ICE BREAKER

Activity sheet given out to board members.

OVERVIEW OF CSLP

Discussion regarding CSLP; where we have been and where we want to go, the type of leadership needed and how to stand out from other reading programs. Board will need to create a 3-5 year plan.

Survey results

Survey results were discussed. Ranking results may be skewed due to misunderstanding of ranking scale. Question #3 indicated the following results regarding CSLP leadership: 30 votes prefer Project Manager, 20 votes prefer Executive Director, 10 votes for other options and 16 with no preference. Board agrees that CSLP needs continuity in a leader as CSLP members change often.

Skills needed in our leader include: good communication, support person for the entire membership, wrangler of people, thoughts and ideas, support for membership and DTA and will take direction from the board. Direction of organization will need to be determined first.

Board projects include:

Vendor (artist)	Communication
Rules of Use	Best Practices
Contracts	Annual Meeting
Work with DTA	Store front
Timelines	Administrative Services Contract
Membership support	Teen Manual-need editor
	Adult Manual-need writer

Other

- Australia is interested in becoming CSLP members.
- Texas would like to send out survey to State Reps on the how best to offer their summer reading webinar. A portion of the webinar would be CSLP basics. A CSLP member should be represented. Other parts of the webinar will also include programming basics and how to gather statistics
- CSLP Honoree for Library of Congress Literacy Award. Won \$2500
- Kwame Alexander very excited to be our reading champion

WHAT DO WE DO NOW

Need to decide:

- Project manager or Organizational Coordinator
- Full time person to help with day to day operations or hiring a consultant as needed (store front, artist
- Succession planning

ACTION

Chrissie McGovern motions to make a one year extension on the vendor contract with Demco with an addendum to remove the section regarding the teen and adult manual writing and editing. Sandy Wilkerson seconds. Motion passed.

ADJOURNMENT

Motion made by Karen Yother to adjourn. Seconded by Chrissie McGovern. Motion passed.

Minutes respectfully submitted by Josephine Camarillo, Board Secretary.

**Board of Directors Meeting Minutes
September 26, 2016
Indianapolis, IN**

MEETING CALLED TO ORDER BY SHARON RAWLINS, PRESIDENT 8:26AM

QUORUM

Quorum was established with the following-

BriAnne Baxley, Elaine Betting, Josephine Camarillo, Lisa Donovan, Ann Hoey, Chrissie McGovern, Matt McLain, Sharon Rawlins, Sandy Wilkerson, Karen Yother

ATTENDANCE

Karen Day, Contractor, Day Time Associates

MINUTES

Minutes from September 7, 2016 meeting were reviewed. Motion made by Ann Hoey to accept minutes; seconded by Karen Yother. Motion passed.

FINANCIAL

Cost for web services includes storage for downloadable formats is \$300. This is significantly less than Reingold. Lawyer fees are \$350. CSLP still have not received Upstart check.

McLain will be looking to create an ad hoc committee to form next biennial budget.

Auditors Report

Auditor joined meeting via Skype. Audit report was presented and discussed. Auditor stated that all financials looks fine.

ACTION

McLain motions to accept auditor's report. Elaine Betting seconds. Motion passed.

FUTURE MANUAL FORMATS

Yother will revisit online summer reading registration component. Vendor options include READsquared and the Great Reading Adventure.

Board priorities were discussed and ranked:

BOARD PRIORITIES

1. Contracts
2. Multiple vendors
3. Strategic plan
4. Online registration tracking
5. Membership (levels and schools)
6. Visibility and presence
7. Store front
8. Best practices

BOARD PROJECTS

- Contracts
- Timelines
- Vendor
- ROU
- Work w/ DTA
- Membership support
- Communication
- Best practices

(not ranked)

- Annual meeting
- Store front
- Spanish manual
- Licensing
- Partners and allies

Karen Day gave feedback to Board regarding her position and stated that she is willing to continue to do what she is doing and willing to work with upcoming management styles.

Title for new position recommendation: **Organizational Coordinator**

UPDATE FROM MANUAL AND COMMITTEE CHAIRS

Children's Manual-Tanya DiMaggio

All is going well with a lot of activity with the first chapter. Second chapter not yet begun Chapter headings include Rock around the world, science of music, instruments, musicians, sounds in nature

Early Literacy-Adrienne Butler

No chapters completed, still working on chapter headings. Chapter headings include Music to grow by, let's dance, let's make some noise, hit a high note, surround sounds

Inclusion-Lisa Hellman

No progress yet. Still waiting for chapter headings

Teen Manual-BriAnne Baxley

Still waiting for an editor.

Adult Manual- Placedia Nance

No update.

Spanish manual

Still a work in process. Need to contact Cheryl Space. Contract states that CSLP is committed to complete a Spanish manual for 2017/18. McLain will be emailing a

potential writer for the Spanish manual. Inclusion committee has budgeted \$5000 but will need to decide if they would like to continue support this manual.

Board discussed timeline of editors and annual meetings. Should editors be part of the annual meeting? Chapter headings could be done before the annual meeting, ideas can be gathered for the chapter headings, and then be ready to hand over to editor/writer.

Ideas that come after manual production can be posted to CSLP social media (Pinterest, Facebook, etc). Call out can happen all the time to constantly engage the conversation.

School Outreach- Tanya DiMaggio

Modified survey was sent out to selected schools initially. One school had ordered t-shirts.

Oregon will not participate because they felt it was severing the existing relationship they have developed already with the schools. One survey result found that 41% would not purchase items. Perhaps CSLP needs to look at best practices for partnering with local schools and have a greater presence at National Education conferences.

Complete survey results will be presented at November 2 board meeting.

Rules of Use

New document will go live on October 1, 2016. TM will now appear on all art works.

There is concern regarding the misuse of the artwork since CSLP now owns it. Board needs to focus how best to utilize the artwork. Should there be a usage fee? Charge percentage or flat rate? Usage fee will be addressed in the next ROU rewrite.

Vendor

Since being responsible in finding an artist, it has been difficult and challenging.

McGovern recommends to schedule three additional artists for upcoming years (up to 2022) to ease workload and difficulty finding an artist when needed. MOU window can be longer in time frame. McGovern also recommends renaming vendor committee:

1. Artist/Art committee (Chrissie- select art pieces)
2. Merchandise/Product Design committee (Advisory committee)

Monthly meeting will now change to quarterly with

TIMELINE

Due date:

10-15-16 2018 Spanish manual writer secured
10-31-16 DTA contract (Rawlins)
11-1-16 Annual meeting agenda (Yother/Rawlins/Donovan/Baxley)
11-1-16 2017 National SR Champion MOU (Rawlins)
12-1-16 Nominations for open positions (Yother)
12-15-16 2017 National SR Champion PSA (Rawlins)
12-31-16 2018 Budget draft (McLain)
12-31-16 Demco contract to extend 1yr (McGovern)
12-31-16 Job description for Organizational Coordinator (Yother)
12-31-16 Guidelines for partners (Donovan/Yother/Wilkerson)
1-15-17 Spanish manual final draft completed (Baxley/McGovern)
1-31-17 Master timeline (Betting)
Spring 2017 Board manual (Hoey/Donovan)
Spring 2017 ROU: fee for use after program (Wilkerson)
Spring 2017 Succession planning brainstorm (Camarillo)
Spring 2017 Strategic plan draft (Camarillo)

PSA

Kwame Alexander is an addendum to the regular PSA. Board will need to take a vote (just like last year). Will ask under the amount budgeted. Survey monkey will be sent out for vote.

Teen Video Challenge

Jana Fine will be heading Teen Video Challenge. Prize money will no longer be offered for the teens but Upstart will still donate \$50 to winning library. CSLP could possibly offer one National winner with prize money. McLain will send out budget request to committees and will include Teen Video Challenge budget line item of \$500. Discussion tabled for now.

Website Update

2017 slogans are now up on rolling banner in both English and Spanish. Kwame Alexander will soon be up. Manual chairs are to look at write up and send any changes/additions to Karen Day. Board recommends previous posters, table of contents and manuals to be available online in Archives but to leave out resources because it may be outdated. Donovan will review diversity resources.

Online Manual

Access code will appear after form is filled out. Each building will receive their code and can be accessed remotely. Karen Day will look into codes that have been lost.

Idea submission

Board recommends removing deadline dates and to include a drop down menu for different theme years.

Nominations for Board/Committee Positions

Upcoming vacancies:

- Vice President/President-elect
- Secretary, Josephine ending 1st term
- Treasurer/Budget & Finance, Matt ending 1st term

Committee Chairs

- Manual Chair, Brianne ending 1st term at Teen Manual chair, 1st year of Manual Chair duties under new structure
- Membership, Ann ending 1st term
- Rules of Use, Sandy ending 1st term
- Vendor Committee, Chrissie ending 1st term
- Member at Large, Elaine Betting, **not up for re-election**
- Early Literacy, Adrienne, **not up for re-election**
- Children's program, Tanya ending 1st term
- Teen, Brianne ending 1st term
- Adult, Placidia, not up for re-election
- Vendor, Chrissie ending 1st term
- Membership, Ann ending 1st term
- Inclusion, Lisa ending 1st term
- ROU, Sandy ending 1st term
- Nominating, Karen ending 2nd year

Vice President/President Elect Nominations from Board: Lori Special

Member at Large:	Deanna Deake
Janet Dwyer	Lesley Mason
Tessa Michaelson	Sarah Columbo
Robbie DeBuff	Stacey Shaw
Carolyn Peterson	

ACTION

Sandy Wilkerson motions to enter into executive session. Chrissie McGovern seconds. Motion passed.

Board of Directors Meeting Minutes
September 27, 2016
Indianapolis, IN

MEETING CALLED TO ORDER BY SHARON RAWLINS, PRESIDENT 8:19AM

QUORUM

Quorum was established with the following-

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ATTENDANCE

Karen Day, Contractor, Day Time Associates

ORGANIZATIONAL HANDBOOK

FAQ's have been developed to help answer common questions. Committee timelines are currently being submitted to be posted on website. Board responsibilities are still a work in progress as it is still being defined. Policies that only pertain to the BOD have been taken out and placed in Board Manual. It was recommended that handbook include a chapter about the Annual Meeting. Hoey will send out a section at time to board before each monthly meeting for edits.

AD HOC COMMITTEES

The following are still in ad hoc committee status:

1. Statistics: meets quarterly
2. School:
3. Social Media: divided into three focus areas Pinterest, Twitter and FaceBook. Currently working on social media policy and have created a Hootsuite account. Hoping to have one official hashtag.

PARTNERS AND ALLIES/OUTCOME MEASUREMENT

Imagination Playground reached out to CSLP. They are a building blocks company that would go well with Build a Better world theme however they are too large and too expensive. Need to start planning further ahead in accordance to upcoming themes.

- Donovan will start working on partnership/allies relationships, specifically with the Grammy Museum.
- Betting will contact Rock and Roll Hall of Fame

FlowCircus-skill toy, would like to come to annual meeting to present

Keynote speaker possibility for Annual meeting, David Lankes Director of the University of South Carolina Library School. Possibly have board training with Denise Lyons as facilitator.

OTHER

Australia sent email expressing interest in joining CSLP and inquiring about membership fee. Board recommends Australia to join as a provisional member initially. Board will need to discuss ordering of materials. Sharon will contact Lydie.

Note

Burmuda signed a letter of understanding. not full member, no voting rights but pays full membership

Need to think of next Reading Champion, possibly a musician/author

Board advises McLain to use a balanced budget rather than a deficit budget.

Board to-do list:

1. Hoey will get job description.
2. McGovern to work with Demco contract.
3. Yother will work on Organizational Coordinator position with job description completed by Dec. 31, 2016 and position hired by June 1, 2017.
4. Wilkerson will talk about Rules of Use at the Annual meeting.
5. Rawlins will follow up on DTA contract due to expire at the end of October 2016.
6. Camarillo will begin drafting a new strategic plan that will include succession planning.
7. Baxley and McGovern will follow up on the Spanish manual with other manual chairs and decide whether to go forward with Spanish manual.
8. McLain will contact potential writer for Spanish manual.
9. McLain to look into Casual Tower sports-shirt company as a possible vendor.
10. Rawlins will follow-up on Reading Champion contract and PSA.
11. Baxley, Yother, Donovan and Rawlins will work on Annual meeting.
12. McLain will work on 2018 budget.
13. Donovan will work on guidelines for partners.
14. Hoey and Donovan will work on Board Manual.
15. Betting will work on CSLP master timeline starting June 1, 2017.
16. Yother will work with Nominating committee to fill expiring positions.

October 5, 2016 upcoming meeting will be with Executive Board only.

ADJOURNMENT

McGovern motions to adjourn. Wilkerson seconds. Motion passed.