



Collaborative Summer  
Library Program

## Collaborative Summer Library Program

Board of Directors Meeting

**November 14, 2012**

**12:00 p.m. CDT**

Meeting Location: conference call

DIAL IN NUMBER: **1-866-809-6529**

Conference Code: **3925037#**

Present: Santos, Rockwell, Johnston, Drevo, Black, Buntin, Carlson, Rafferty, Gould, Day, Langley, Lyons, Shinnars, Special, Tomlianovich, Willis, Yother

1. Call to order –Allison Santos
2. Approval of Agenda
  - Yother moves, Drevo second. Motion carried.
3. Follow-up on CLA conference – Matt, Jasmine, KYo, and Kday
  - a. Emergency Plan if other states decided to jump ship
    - Mulder provided a proposal for an emergency plan if other states are considering leaving the CSLP because they need to generate revenue. See email with details. By the beginning of each year, Highsmith would need to know if the state wants to participate. The prices for items would be 10% higher but the state could decide if they would prefer a 10% discount or a rebate sent to the ordering agency. Many Board Members who are also State Reps expressed concern about the state being unable to accept any kind of rebate. Others had concern over higher prices. However this was designed mostly for states that worked with their library associations or other entity and would be an option for consideration if other states have issues like California.
    - There was discussion about putting the emphasis on a PR & Marketing Plan to help us promote our organization and its value. While Mulder's proposal came out of a vendor discussion and the CA library association conference, it may not be the best answer for how we want to proceed.
    - There was discussion that CLA also has a new Executive Director. We will continue to pursue communications but have decided against litigation due to expense.
4. Secretary's reports – Denise Lyons
  - a. Draft of 2012 annual conference minutes
  - b. September face-to-face meeting minutes
    - The group had a lengthy discussion about the purpose of the minutes, organization of the minutes and the meeting recordings. It was agreed by the Board that minutes are to serve as a reminder of discussions with

key summary points along with organizational business. Great detail is no longer needed. Each person should read their section to be sure that information has been captured properly. For important conversations, the Chairs should take their own notes for reference. If Lyons is missing anything, those notes can be forwarded to her.

- Shinnery moves that the minutes are to be presented by the Secretary in summary form. Santos clarified that Chairs should provide a discussion of their important points to the Secretary. Second by Special. Motion carried.
- At the annual meeting, we will present a one page summary of important/key items. There was discussion of the need for a transcriptionist but no decision was made.
- If we would like Dan to run a Google analytics report on our webpage where minutes are located, Black will can ask for that. Day indicated that no one has ever asked her for the minutes.
- Lyons will look into a better recording device for face to face meetings.

5. Financial Reports and Budget Committee Report – Kathy Buntin

Please see the reports from Buntin for actual figures.

a. Profit & Loss Budget vs Actual

- The Budget and Committee meetings have exceeded the budget. Some of this is because of 4 days in Kansas City. The next B&F meeting is January 8 and they will discuss amending this line item.
- Note the fidelity bond item was completed. Also the Joomla update to the website was expensive. Buntin asked Black to ask our webmaster if any other significant upgrade costs would be forthcoming.
- Please note the credit card fees are processing fees as many pay with credit cards now.

b. Balance Sheet

- The costs for printing and shipping are higher than budgeted at the present time as money is due to come in to cover those expenses. For the time being, we will use the Horizon account to cover the approximately \$45,000 for these and related expenses. As our funds come in from memberships, the funds will be put back into the Horizon account, which is not a CD, so there is no penalty for taking money from that account.

c. Fidelity Bond

- You will see that we purchased a \$150,000 fidelity bond for \$374. This covers the value of one of our CDs.

d. Legal Services Agreement with Scholz Nonprofit Law

- We expect that there will be continued usage of Scholz's expertise with some of our outstanding legal issues. We agree that her fees are reasonable and that she does good work.

\*\*On a different note, the group agreed that one night of the Mississippi conference would be off site.

6. PR & Marketing report – Charlotte Johnston

Please see PR & Marketing report for further detail.

a. Update on Children's PSA

- The committee has received good feedback on using the PSAs. Johnston will forward when completed.
- b. Update on Teen Video Challenge
- There was a question from a California library about being a member of CSLP to participate. There seems to be confusion with the CA libraries about the two programs. It was agreed that Santos will send a letter to outline details to CA libraries.
  - Day will send a list of CA libraries to the Board.
  - The committee has been discussing the variety of big projects. They will have a committee meeting in December. The membership survey will be this winter.
  - Please be mindful of what we say to others outside the Board discussion. They are not always aware of the discussions and we don't want information to be misconstrued.
  - Johnson will create the Facebook page.
  - Santos has some recommendations of PR and Marketing contacts to forward to Johnston. Others can also forward any suggestions to her. Buntin said we need to add the line item to the budget.
  - Also be mindful that we may have skills in the membership or state reps that we may want to tap.
- c. Free PSAs to each State (need to determine a dollar amount for each state)
- The Board needs to decide what dollar value the states will receive once the PSA is produced. We have provided \$100 in the past. Rockwell moves that the PSA allotment amount is \$50. Shinners seconds. Motion carried.
7. Membership committee report – Patty Langley
- a. Committee membership statement
- Nothing to update at this time.
- b. Committee chair succession statement
- Nothing to update at this time.
- c. Pohnpei & Yap Public Library – change status from provisional to permanent non-voting membership
- d. Membership
- With our island members, we have moved after a year to allow them to be permanent non-voting members. It was asked by Santos why the islands are nonvoting? Drevo suggested that they may not be public libraries as defined in our bylaws. It was also suggested that we would have to pay for them to attend the meeting. Santos suggested we provide just a same stipend. Langley provided clarification that it had to do with the number of votes when it was 3-tiered voting. However now that everyone has the same amount of votes will it still matter? At the present time, we are using the FFCS definition. Langley suggested that we should review our definition of public library as well as travel stipends amounts. It was suggested that we will review the issue: moving islands and American territories to full voting members.
  - Shinners recommended that Buntin will explore the financial side and we will discuss at the next meeting. Langley will work on the membership side and they will work together.

8. Adult manual committee – Martha Shinnors

- Adult Manual does not have enough information. Shinnors has been in touch with Sinclair and another invitation will go out to the membership.

a. Texas Library Association conference

- Shinnors received an invitation to participate in a panel discussion at the Texas Library Association. We have 376 users from Texas on the site. Day has had good discussions with new members from Texas. Also Texas has a new and active state rep and Day has been follow up with her.
- Day also asked about attending the TLA as an exhibitor. She called the booth exhibitor and they have offered to put CSLP across from the Texas State Library. A 10% discount for a first timer exhibitor will cost us \$1368. Day recommended that Rockwell serve on the panel. Day will provide cost estimations to Buntin and the Board will vote via Doodle.

9. Website – Elaine Black

a. Downloads and E-mail blasts

- Black discussed the manual downloadable option with Dan. It will require software for this which will cost approximately \$500. The website committee will investigate and provide recommendations to the Board.
- There have been a couple requests for email blasts to members. This is not something that Dan can do. However there are services that provide this service, such as Constant Contact. There is some concern over sending emails to the members and the idea of too much information or spam. It was recommended that we actually detail a plan of what we want to send, when and why. It was recommended that Johnston and her committee investigate along with the other marketing options down the line. For the time being we can recommend that people get updates from the Facebook page. Santos recommended that we have a Twitter account as well. Rockwell, Santos, Lyons and Gould have Twitter accounts. Johnston will work with one of them to set up a Twitter hashtag and account.
- The TVC is in its final format. All that is left is to add the participating states.
- Black says that the website pop-up will occur each time. She doesn't think it is fixable but will check. Day commented that she has found the extended logout time to be helpful

b. Partnerships – Karen Yother

- Yother was going to reschedule a discussion with National Geographic.
- Yother has the 312 page survey if anyone would like to see it. There were quite a few states with no responses. We need to work with state reps to be more proactive about getting information out to the members, especially when we need membership feedback. Day and Santos volunteered to follow up with any specific state reps.

10. CSLP Office – Karen Day

a. Disposal of past manuals

- Should Day call a shredding company to dispose of past manuals? She will keep some more of the 2012 but that is all. Black moved to shred the past materials/manuals, Gould second. Motion carried.

b. Office updates

- Day is working on the spam messages being sent. Please note that there is no [administrator@cslpreads.org](mailto:administrator@cslpreads.org) so you know that is a spam message.
- What about video clips or webinars for new members. Let's discuss at the next meeting.
- Letters of intent have gone out to California and Illinois. The nonmember libraries will be removed from our website. There are 16,075 registrants on the website.
- The Nominating committee yesterday afternoon received a list and will be in touch with those whose terms are expiring about continuing for another year.

11. Long Range Plan continuation: next steps - Allison Santos

- Please look at your individual sections of the long range plan to be sure that you wordsmith your sections. Please have long range plan corrections or comments by December 14<sup>th</sup>. We need to continue to review this on a regular basis.
- If you need to be on the monthly vendor call, please contact Yother.
- The next meeting is a conference call on January 7<sup>th</sup>.