

April 22, 2009 CSLP Board of Director's Meeting

Pre-Annual Conference, Omaha, NE

**Present:** Sally Snyder; NE, Enid Costley; VA, Ruth Metcalf; OH, Allison Santos; NJ, Rhonda Puntney; WI, Laura Lee Wilson; OH, Julie Tomlianovich; KS, Karen Day; ASA, Barb Schultz; ASA, Karen Drevo; NE, Adrienne Butler; OK, Cathy Howser; AR, Grace Greene; VT

Also in attendance: Sue Sheriff; AK, Barbara Huntington; WI

Meeting is called to order.

### **US Territories in CSLP**

**SS-** A US Territory; Saipan (near Guam) has asked to become a member. We need to remember that they are different than a foreign country since they are a US Territory. **BOD** asks what language do they speak? Will they be a voting member? (Several BOD members asked these questions simultaneously) **CH-** Are they willing to pay for postage? **EC-** APOs are considered members, so what would be the difference since the APOs are out of the country? **CH-** APO's may be out of the country, but they are not voting members. **BS-** We have APOs in Germany and Japan participating in the program. **BS-** But where else would a US Territory go to be a part of a program like this, they belong to the US. **GG-** agrees with BS. **RP-** makes a motion to accept the Territory. **JT-** seconds the motion. **EC-** asks that we delay the motion until we have further discussion and perhaps explore what a Territory's place would be in CSLP. **JT-** motion is withdrawn. **SS-** this will be tabled to Friday.

### **Logo Trademark**

**Drevo-** Shall we move forward to trademark our CSLP logo? **Drevo** says she is concerned about the designer and her claim to the logo. **RM-** knows the designer and has contact information. **Drevo-** we need a paper trail of who designed the logo and documentation that she has relinquished rights to the logo. **JW-** if we move ahead with licensing the logo we will need to obtain copyright and trade marking on it. **JT-** Makes motion to begin trademark process. **LLW-** Seconds the motion. **SS-** Motion is carried to begin the process.

### **CSLP Partner Renewal Application**

**Drevo-** Do we need to vote now with membership on renewals since we have previously voted on this item? **CH-** Will it be explained to them? **Drevo-** Yes, this new procedure will be explained to the general membership and the revised rules of use and partnership/sponsorship agreements will also be going up on the CSLP website. Dan can make an online submission form and Melissa says they are legally binding. **GG-** This information needs to go into the handbook. **Drevo-** Will provide any necessary information to GG for inclusion. **CH-** Makes motion to approve the renewal application. **JT-** Seconds the motion. **SS-** Motion is carried on renewal application.

## **911- Readiness for Kids Campaign (McGruff)**

**SS-** This organization would like to partner with us again. **BS-** This is a good idea but how will it work? **JT, CH, AS-** This campaign could certainly tie into water safety whether it be around swimming pools, bodies of water or boating. **RM-** Approached by the department of Natural Resources to explore partnership. **EC-** They will not want Highsmith to print any of their materials. **BS-** Thinks that this should be handled on an individual state by state basis with the state rep. making any needed contacts. **EC-** This should at least go on our website as resource so state reps know that this is available to them. **JT-** Could they create a water safety message for CSLP? **Drevo-** Should there be a fee involved for advertising on our website or do we just consider them a resource? **EC-** Should CSLP reach out to contact them to be a web resource? **BS-** What did they offer to us for the Get a Clue program? What will they offer us this year? **LLW-** Let's table discussion until we know exactly what they can offer us. **SS-** Discussion is tabled to our next meeting.

## **Website; Phrasing - About - History**

It is noted (not sure by whom?) that the history of CSLP is missing from the website. **LLW-** It may be in a less obvious place right now, although it is possible that it is not there. **CH-** Had a phone call from a book seller about how he could get his products (books) into our manual's bibliography section. He found us by reading the term "commercial vendor" on our website. **CH-** says that we should revisit the language on the website so vendors do not petition to control CSLP and our own product. **LLW-** Splash page on website has "About CSLP" and it also does say "commercial vendor" which is found off the home page under Rules of Use. **BOD** thinks the language should say "exclusive/contracted vendor". **Drevo-** Motions to have this language changed. **AS-** Seconds the motion. **SS-** Motion is carried to change the language on the website.

## **Cost of the reissue of the Children's PSA**

The BOD was presented with a memo of what went wrong. **JT-** Why does Highsmith have to cover the expenses? Shouldn't Have Inc. have to pay for this mistake? Did Mouris Squared give Have Inc. the right information as to pixel format that was needed? By Highsmith paying for this mistake it sends a message that Highsmith is somehow responsible. Highsmith just copied the PSA from the master copy and had no part in the production. **JW-** Perhaps Highsmith should not pay for this and we should ask Have Inc. to cover this expense. There is a brief discussion that Karen Balsen (NY) might be able to shed more light on what occurred. **JT-** It was Have Inc.'s job to make sure that someone in their own company knew what they were doing. **SS, EC** and **JT** state that CSLP needs to assume the costs and reimburse Highsmith. **JW-** We can afford this expense out of our budget, but Melissa needs to be contacted to see if ultimately CSLP can be reimbursed by Have Inc. **JW-** This issue needs to be addressed on the state reps email list and also stated clearly at the conference that in no way did Highsmith bear any responsibility in this matter. Total cost of this year's PSA is \$54,000.00. **JT-** Motions to reimburse Highsmith for the costs that were in reshipping the PSA to the state reps. **Drevo-** Seconds the motion. **SS-** Motion carries to reimburse Highsmith. **SS-** Will contact Melissa to see if there is anything legally that CSLP can do to recoup this expense.

## Revisions to Committee Reports

Someone (?) stated that Article 3 of the Bylaws needs to be read before we vote on admitting the Territories. **GG**- agrees to look this over. There were no other revisions.

## Facebook and other web presence

**BS**- Facebook and Twitter would be great ways to reach out. **RP**- We can also control all the content that would be presented on these sites. **LLW**- We already have a forum on our website that allows state reps and the general membership to participate and be out there. **GG**- Either of these social networking sites would have to be set up as a business and or group account. **RP**- Suggests we check with ALSC to see how they manage their Facebook account. **EC**- We haven't given the website a chance so why should we be elsewhere? **LLW**- We paid quite a bit of money to revamp the website and move to Joomla which gives up so much more than what we had before. Let's promote the website, use the forum and let everyone know what capabilities we now have. We could still have other presences. **AS**- What type of content would we be put on Facebook and or/ Twitter? Who do we want to connect with? Our audience of librarians and library staff will already be using our own website. We should definitely promote it. **EC**- Should the PR and Marketing committee be responsible for creating and maintain alternative web presences? **BS**- Do we have the ability to post photos on the website through the forum? **AS**- Libraries would have to upload their own photos to independent sites such as Flickr, Kodak or Picasa then post the link on the forum. **LLW**- Photos may be able to be posted elsewhere on the website. **SS**- Asks **EC** to ask the PR and Marketing committee to create a plan for a potential Facebook presence.

Meeting adjourns.

Respectfully submitted,

Allison Santos

CSLP Secretary

June 19, 2009