



Collaborative Summer Library Program

Board of Directors Meeting

June 18, 2013

12:00 p.m. CDT

Conference Call

Dial-In Number: 1-866-809-6529

Conference Code: 3925037#

1. Call to order –Jasmine Rockwell
 - Meeting called to order at 1:03 p.m.
2. Roll Call– Karen Day
 - Present: Rockwell, Yother, Lyons, Buntin, Santos, Carlson, Johnson, Langley, Black, Johnston, Tomlianovich, Donovan, Rafferty
 - Absent: Willis, Special
3. Approval of Agenda – Jasmine Rockwell
 - Buntin moves to accept the agenda, second by Yother. Motion carried.
4. Secretary's report – Denise Lyons
 - a. Board minutes of April 16 & April 19, 2013
 - Only notation was to list members absent/present on the 16th. No other additions or corrections.
 - Motion by Tomlianovich to approve the minutes, second by Johnston. Motion carried.
5. Financial Reports and Budget Committee Report – Kathy Buntin
 - a. 2013-2014 Budget Overview

[Note for recording: During discussion, Buntin went out of order. Many of the financial items are interrelated. Minutes stay according to the agenda.]

 - Please note the new account numbers on the left of the line items. This change makes it much easier for both Day and Buntin and should help the board also recognize the specific line item codes if needed.
 - Overall the budget still looks good.
 - b. Profit & Loss Budget vs Actual
 - Same format as before and nothing remarkable about this page.
 - The dues invoices were mailed with a special letter planned for the partial states (CA, IL, MN).
 - With partial states, we may be adjusting this item as needed but we are well within planned expectations.
 - c. Balance Sheet

- An important item of note is line 2200, loan payable. For about 6 months of the year, the income we take in does not quite cover our expenses. We borrow again our own CD for a good rate, and use those funds to cover expenses until the Upstart money and dues money comes in.
- Instead of continuing this practice, the next time a CD comes due, Buntin will place the funds in a cash reserve in order to use that money to cover the expenses, rather than borrowing against our assets.

d. External Conferences

- Buntin has approved the dues payments for the memberships as discussed (ALA, ARSL etc.)
- Discussion was held about the importance and usefulness of attending state and national conferences. The conferences attended –ARSL, CLA, ILA and TLA--were considered successful.
- Because the partial states are still coming into the program, the Board feels it is important to focus on these state conferences, and national conferences where we need a presence.
- Future options may include Minnesota, which overlaps the F2F this year, VA and FL. It was also recommended that we consider PLA in Indianapolis 2014.
- Yother moved to attend the following conferences: IL, CA, PLA and ARSL during this next year. Tomlianovich seconds, motion carries.
- Langley will note for the handbook where we attend conferences and our purpose for conference attendance.
- Day will get dates and particulars and then a call for volunteers to staff the booth will be coordinated later through email.

e. Manual Costs

- Detailed discussion about raising the manual costs. The manual cost has not changed from 10 dollars in at least 15 years while production costs and value of materials (4 programs, DVD) have been added. We make only about a dollar on the manual. Upstart charges \$12 when we charge \$10 FYI.
- Group would like to suggest that we educate the membership now for an increase for 2015. Our costs from Upstart will increase that year. It used to be manuals and dues were only income. Discussion about size of increase (\$10 to \$15 is a 50% jump). Online access is an option but not in the immediate future. Will require assistance from the lawyer because of access concerns.
- Santos moved that we increase the cost of the manual beginning 2015 to \$12.50. Tomlianovich second. Motion carried.

f. Possibility of an Intranet for board access

- There was discussion about something that would function as an “intranet” for board members. A place for documents, financial statements, some of the information transferred currently by email etc. (perhaps called a content management system.)
- Board members have had different experiences with a variety of paid and free services. Rockwell along with Day and Johnston will investigate options. Black will check with webmaster about connecting to our system as well.

6. Website – Elaine Black

a. Website Contract signed for two years

- The website contract has been completed and signed with Dan from Pixel Point.

b. Website problems

- There were issues with viruses on both the website and list servs. After detailed exploration, Dan has cleaned and secured the website. It appeared to be a random hacker.

c. Mail lists – monitor lists

- There are also repeated viruses coming through the list servs. CSLP maintains its lists. Day said she needs to clean up our lists and will look into any spam issues with the list master.
- Black discussed an option of having the lists moderated as they do in GA but this is time consuming. At least 5 members have received spam email but all know to delete them.

7. Membership – Patty Langley

- a. Need discussion and a vote on the make-up of the Nominating Committee. (The Nominating Committee was changed to include past presidents; however, what we have now is not in accordance with the bylaws. I'll send out a report with bylaws language and handbook language.)
- Discussion about having language of the handbook match the bylaws. One specifies the chair and 4 members with a nod to geographic diversity while the other specifies a chair, the recent past president and 4 past presidents. The board wants to continue the goal of transparency and the perception is that past presidents may not represent the members at large. If we change the language to be more general, then the practice may still continue if it is one that works, but leaves some flexibility.
 - Rafferty motions to let the Organizational Handbook 7.2.9 regarding the nominating committee membership reflect Part 4 section 3 of the Bylaws. Buntin second. Motion carries.

8. Marketing & Public Relations – Charlotte Johnston

a. RFQ for the 2014 PSA

- Johnston emailed the RFQ to Board members. There were a few changes:
 - In previous years we asked about how they used the art, this year we specify to use the art.
 - We have asked for DVD master and Digibeta Master; this year we added digital file to the list.
 - The files should be sent to only two people: Admin Office (Day) and Committee Chair (Johnston)
- The RFQ has been forwarded to our lawyer.
- It was also recommended that we remove the word “grassroots” from the CSLP description and add the Federated States to our list of members. Yother moved to accept the RFQ with the changes, second by Carlson. Motion carries.

9. Copyright-Rules of Use – Julie Tomlianovich

- a. Need for an official statement to send to publishers giving credit to CSLP to use of our slogan promotion.
- Julie requested the ability to create a statement that we can send to publishers and partners that if they use our slogan, giving credit to CSLP. They use our slogan to promote their materials which is helpful to librarians but we also want them to highlight this is the brand of national summer reading program/CSLP. Once it is written she will send to the Board and our lawyer.

10. Vendor Committee – Betsy Johnson

a. Vendor Contract signed for 2015-2016

- As a point of information, Karen Yother already completed the vendor contract which has been signed. Betsy does have a full copy with all attachments.

b. Upstart monthly meeting

- The monthly meetings with Upstart will continue. Johnson believes they are a little behind with art as it has just started coming through to the committee. The practice is that the vendor committee should reply only to Johnson and not to all.
- There will be a printed catalog for partners/school libraries this year. Copies will be in the state rep box and a place on the sheet where state reps can request them.

11. National Geographic – Karen Yother

- To follow up on the email blasts about the great things that CSLP has to offer, Yother and Johnston have discussed. They should begin soon.
- In our contract, it specifies that we have an exclusive vendor (Demco). Yother needs to work with our lawyer to be able to accommodate a partnership with National Geographic (and like groups, such as PBS). It is important with the recent high visible promotion by iReads that we have the ability to highlight our quality partnerships and use them to the best of both advantages. Buntin indicated there is also a local/state connection called the National Geographic alliance whose trainer came to Mississippi. That might be another resource for members.
- The books are still more expensive than expected but may offer a good discount for members that are interested. Yother is still pursuing the idea of the vouchers as incentives as well.

12. Next board meetings

a. August meeting

- The Face-to-Face is middle of October so we will need to have a conference call board meeting in August. Day will send out a doodle poll.

b. Face-to-Face meeting (October 7 – 10, 2013)

- It was decided that the Face-to-Face will be held in Madison, Wisconsin. The dates are Oct. 7-10 with a travel date of Sunday the 6th. People can plan to leave on Thursday later afternoon.
- We will plan on having 2 full days of meeting and a half day tour of the Demco facility.
- Rockwell has been collecting recommendations on marketing professionals.

13. COSLA connection – Jasmine Rockwell

- The current President of COSLA is Ann Joslin from Idaho. Rockwell and Yother have been reaching out to her and the group to start some discussion about connecting with COSLA. It would be good if CSLP could be included on the agenda for their meeting in October in Savannah. Dr. Veatch from GA sent a positive email out to the Chiefs after attending the CSLP annual meeting in Atlanta.

14. President's report – Jasmine Rockwell

a. C-ROU Committee Chair

- Rockwell wants to revisit the proposal by Drevo that the Rules of Use committee be disbanded with the regular responsibilities handled by a Chair and Vice chair. She will tweak the proposal and plan to present to the membership at the next annual meeting.
- There was much discussion. The pro reason centered on the Chair handling nearly all the business presently, without using a committee. It was thought that it sets expectations from members about their ability to participate on a committee that actually does very little. Tomlianovich indicated Drevo kept her looped in to regular communication, decisions and discussions.
- There were also some cons to accepting the proposal: One question included how the Chair and Co-Chair would be selected. We had a discussion about not having seconds or co-chairs automatically assume the positions but in this case it would. There were some other concerns about the loss of institutional knowledge, how a committee could better be used than it has been and whether the Board would be used as an ad hoc committee if needed. Most large issues the board is copied.
- Rockwell will tweak and we will discuss again.

b. Long Range Plan --- added on Monday

- Rockwell will check with Santos about continuing to spearhead the long range planning document.
- Lyons will type up the notes regarding the plan from the annual meeting first and submit to them to Santos-Rockwell.

c. Partnerships/Customization--- added on Monday

- The customization option offered by Upstart has not been successful. Very few have taken advantage of it; Upstart has still refused some of the orders. Instead of offering this across the board, upstart will continue to work with the two states that routinely want customization in the quantity that can be handled. As a board, we may need to look into offering options with a secondary vendor as to still be able to recoup licensing fees instead of missing out on that business.

d. Other

- Rockwell is working on a monthly email to state reps, a “check in from the President.” It will be to keep them abreast of their role as leaders and communicators and also to let them know what we as a board are working on (more big picture and longer term issues).
- There is a letter of intent being drafted for California, Minnesota and Illinois so that we are able to secure their commitment if they continue as partial state members.

15. Office Updates – Karen Day

- All members have been invoiced. The new financial format has been very helpful.
- The committee lists are being updated and should be finished soon.
- There were some issues with patrons trying to “join” the CSLP site. It may be coming from the Evanced artwork. Day will work with Mulder on the issue. For the most part, Day feels she has been able to identify nonmembers and explain the membership issues.
- The contract for the 2015 annual meeting has been signed. It will be held April 14-17, 2015 at Hotel Viking in Newport, Rhode Island. Cheryl Space and Sarah Sogigian have been coordinating. The hotel has been good to work with so far. It seems the logistics will be able to work out well.
- Day is going on vacation. The email and telephone will indicate who can be contacted in the meantime.

Meeting adjourned. 3:50 p.m.