

CSLP Board Meeting: Teleconference – June 4, 2012

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

Not Present: Special, Sherif

1. Call to order – Rhonda Gould
Ceremonial passing of the Presidency to Allison Santos
 - Gould called the meeting to order at 12:05 p.m. CST. Gould thanked everyone for their service on the board and welcomed new members. She then turned over the Presidency to Allison Santos.
2. Approval of Agenda
 - Santos noted that the meeting may need to be adjusted to accommodate those who have to leave early. Minutes will remain in order of agenda but the discussions may go out of order. There will be one addition which will be clarified later in the meeting.
 - Drevo moved to accept the agenda as amended by Santos, second by Rockwell. Motion carried.
3. Minutes of April 9, 2012 & April 14, 2012 face-to-face meetings – Denise Lyons
 - Corrections: (Day) Change third bullet regarding DTA contract to \$80,010. Minutes reflect a 6% increase. DTA will go back to the 5% increase for this year and 5% increase for next year.
 - April 12: Drevo had two concerns about bullet point 5. Some clarification needed around the membership statement and the school/library partnerships. Drevo will clarify during her presentation so they can be amended.
 - April 12: #11. Yother is not reviewing DTA Contract. Yother reviewing RFP for Vendor contract.
 - Rockwell moved to accept the minutes as amended with a second by Yother. Motion carried.
 - **These were changed and submitted to the Board 9-4-12
4. Report on CSLP exhibit at Head Start Conference in Nashville – Sue Sherif
 - Sherif was not on the call but sent a report ahead of time. Please see the report.
5. INSERTED: State of California Announcement about Membership. *Please note change in the number ordering of the agenda from here.
 - A letter was received by the CSLP Office and President indicating that California would be leaving as a member of the Collaborative. Santos let the Board know the issue arose on Thursday and Friday just prior to this call. Day will forward a copy of the letter to the Executive Board.
 - Many questions and concerns were voiced about this announcement particularly about the validity of the Membership Agreement.
 - Carlson tried to clarify what she knew about the situation as she had a direct conversation with Natalie Cole/CLA. Cole told Carlson that the reason for leaving CSLP was due to budget cuts. The State Library does not support summer reading instead it is provided by an LSTA grant from the CLA. The grant was not funded this year. The letter from CLA to CSLP explained the issue with the budget situation but further correspondence to California members indicated that the state would move forward with

using the iReads program instead. Carlson asked if individual members could stay with CSLP and not go with iReads and was told yes.

- Santos has been in touch with Melissa as Counsel to have our lawyers draft a letter with the Membership Agreement to send to the California representatives.
- Santos also spoke with Cole. Cole indicated that due to the financial situation, a summer reading program for California needs to be self sustaining, including participating in a revenue sharing membership model.
- Santos reminded the Board that this proprietary information and should remain confidential. She emphasized that California is our largest purchaser of items from Highsmith, therefore the bigger concern is not the amount of the two year of dues but revenue generated from their purchases.
- Carlson provided some background about her experience with questions and concerns being raised. There was some speculation about the timing of the iReads program and whether the iReads program provided more back to California than the CSLP.
- The membership agreement can be found in the Organizational Handbook. To request leave from one's membership, two years notice must be given at the annual meeting. California did not present this information in Hershey, therefore they would need to make the announcement in Atlanta for the two years following.
- There was some discussion if California may be allowed to simply fulfill its membership by paying two years of dues (approximately \$4600). However, it is not the amount of the dues of concern to CSLP, it is the amount of revenue that they generate through their Highsmith purchases.
- There is no information as to an agreement with iReads. The Attorney's letter will request an answer from California by the end of June with regard to their membership in CSLP.
- There are two different ways this is going to proceed.
 - Legal: CSLP counsel will draft a letter and follow all the legal channels that this implies.
 - Personal: Members of CSLP, such as Day from the Office and Santos as President, will draft correspondence to reach out to interested members to let them know that we have options for those who would like to retain membership in CSLP, much like Illinois. Carlson has agreed to help facilitate. There was discussion of possibly exhibiting at the California Library Association conference. While the lawyers will proceed, there still can be gestures of good will towards libraries in California as they may have some options going forward.

6. Financial Reports and Budget Committee Report –Kathy Buntin

a. Profit & Loss Budget vs Actual

- Santos assured the group that Buntin is examining the numbers as the California situation is being addressed. Buntin let us know that CSLP took a loss of \$113,000 this past year.
- Manual orders were down. Licensing fees with Upstart provided greater income.
- Lawyer fees were higher but these were planned expenses.
- Moving forward with the phasing out shipping costs: 50% for upcoming year to be paid by CSLP and no shipping costs assumed by CSLP for 2014.

b. Balance Sheet

- Discussed above with the P&L.

c. Certificate of Deposits

- Looking at expanding the CDs to diversify what is currently with US Bank. We want to not exceed the insured limit (\$250,000 FDIC) per bank.
- When CDs come due, Buntin would like to move any CDs that place us over the insured limit at any one institution. Will investigate and keep Board apprised.

d. Fidelity Bond

- A Fidelity Bond protects the organization against dishonest acts by any one individual. Recommended in the audit.
- Buntin has been making inquiries. Would like to investigate further and move forward. Shinnars asked that at the next meeting we have some information from Buntin/Day.

e. Directors and officers insurance

- This was also recommended. Protects the Board and Office staff. Johnston indicated that this is common practice, recommended for her Library Board. Buntin will also investigate and report back to the Board.

7. 2013 Shipping Statement – Jasmine Rockwell

- Rockwell worked with Yother to assist in clarifying the shipping costs. There will be a 50-50 split between CSLP and Highsmith with a \$6.00 minimum shipping fee and a \$50.00 maximum fee. Rockwell and Yother can provide concrete examples.
- It was urged that we will need to continuously provide information to the state reps because the details of shipping can be confusing.
- A statement to the state reps will be forthcoming as the “official” notice from the Board as a reminder that the change in shipping will take place.

8. Membership Statement – Karen Drevo/Karen Yother

9. Language for website sign-in – Karen Drevo

*The conversation for these two items were so interchanged that I am placing all the information as it relates to both below.

- Drevo expressed that there was confusion about the terminology. The Membership Statement and the Language for the Website Sign In are the same thing. The School Partnership letter was something different.
- Drevo said she remembers voting on the School Partnership agreement. It was sent out via email this morning (see addendum). Drevo said she thought that we voted on a letter that would go to the schools who have a partnership with a library at the April 12th meeting. For the schools, Highsmith would create a PDF page for school libraries to order some limited promotional items. [There was a question about why we would pay for any shipping for the schools. It was because there is only one year left with half shipping, it was an accounting issue that makes it more simple for Highsmith.] One letter should go out to the schools. Did we actually vote on this or was it to be reworded? Yother had in her notes that the school partnership was approved and they would work with Matt and Heidi to create a page.

**Denise reviewed both 4-9 and 4-12 recordings. At the 4-9 meeting, the language on the tape referred to voting on the Membership Statement. Gould asked if we were comfortable voting and the group said no. At the 4-12 meeting, there was a vote see below. The minutes have been corrected.

- For the membership agreement, it was decided in a conference call with Drevo’s committee and the Attorney that we did not need to have multiple times where the agreement was accessed by members and approved. For the website, there would be one time approval for the Rules of Use

- upon login. It was recommended that this is not sent out with the dues to be signed because it was too heavy handed, but instead place on the website would be the easiest.
- Sherif had a concern about language and was supposed to send some wording to Drevo/Yother. They did not receive any changes from her. Santos suggested that they email her specifically and report back via email. Vote via Doodle if it is simple or if more complicated, table to September meeting. This was the last piece of the recommendations from the Attorneys in August protecting our IP.
 - Day wanted to note that Melissa strongly recommended that something went out with the dues statement (the invoice), including California. This statement went out with all the Dues invoices for 2013 recently sent by Day: "Through your affiliation as a CSLP member, and your use of the CSLP Manual/DVD, you agree to adhere to the membership rules of the CSLP bylaws and organizational handbook, and to comply with the rules of use which govern how CSLP's trademarks and copyrighted material in the Manual/DVD may be used. See the Rules of Use at: <http://www.csllpreads.org/about/rules-of-use.html>" Santos indicated that this needs to go on every invoice that we send from now on.
 - ACTION ITEM—Lyons to review tape and note the vote.

Clarification from the minutes of 4-12-12: Drevo and Yother put something together that was proposed for the School Library Partnerships. There was concern that the language should not apply to libraries that are community libraries, serving as the home for summer reading even if they are in a school. [Sherif can provide any clarification.] Partners can email the PDF in, CSLP would pay 50% shipping in 2013 thereafter they will pay their own shipping. Drevo read the statement. Pannebaker moved that we accept the School Library Partnership statement. Santos second. Motion carried.

We need to write up something that clarifies in 2013, CSLP will pay half the shipping just for that final year. Rockwell would like to discuss in June.

The last piece that Attorneys recommended is to create a Membership Statement for the website. Drevo will provide the language. Special motioned to accept the recommendation and Rockwell seconded. Motion carried. Day will send a follow up message to users that this is coming. Drevo said it is more of a legal formality but will take care of it.

10. Joomla website upgrade –Elaine Black

- Black would like to pursue the Joomla website upgrade as the webmaster indicated that the version we have is not the most current. This was not budgeted.
- Black said that we have \$3,000 budgeted but this is regular website maintenance not the upgrade and would like to pursue getting a quote. Santos asked about cost.
- Others asked if we are going to get more functionality. The answer was that it is not contingent upon this but that an upgrade may assist. It was specifically emphasized that we press to resolve the issue with the RSS feed, which has never worked.
- The group agreed that Black should pursue and information/numbers will be sent out for a vote via Doodle within about a week.

11. 2013 Public Service Announcement RFP draft – Karen Balsen/Charlotte Johnston

- On behalf of the Board, Santos thanked Balsen for her service.
- Balsen, Day and Johnston will create the RFP for the PSA
- The RFP looks similar to past ones; only real clarification is under scope of work. Johnston stated that the audio component needs to be able to stand alone and make sense.
- Johnston needs the Board Approval to send the RFP for bid. There was a question whether we could wait until the face to face meeting.
- Gould and Tomlianovich asked about whether we want to reconsider this with our impending loss of revenue. Question as to safely move forward with the timeline.

- Rafferty indicated that you can put a clause in the RFP that does not guarantee the project if funds are not available. Johnston said the PSA was budgeted and that we need to keep to the timeline if we are going to have a professionally produced PSA. The timeline is already tight. It was recommended that Melissa review the language in the RFP to be sure that CSLP has an out if needed.
 - Shinnners wanted to stress that it is not as simple as using teens to make a PSA. The State Reps have a bigger responsibility should CSLP decide to have the PSA process become a contest like the TVC. There is much to consider including that not all states participate, how much we spend, and how the PSA is used.
 - It was recommended that we do a needs assessment. Some reps do ask this information (Lyons-SC). Special said we need more data before we make a decision to do away with a professional PSA.
 - Santos wanted to assure the RFP language has the necessary language should we not be able to pursue the project.
 - Johnston will work with Day on a survey to State Reps about PSA usage but still pursue the RFP process.
 - Special moved that we conduct a survey and move forward with the RFP process. Shinnners second. Motion carried.
12. Standardize Meeting and Voting Procedures (including themes and slogans) – Jasmine Rockwell/Pam Carlson
Need to appoint an Ad Hoc committee
- It is getting more difficult to choose an illustrator without knowing the slogan. It was recommended that an Ad Hoc committee be formed to review at least the last 3 years of agendas to see if there can be some standardization and changes that work with the process.
 - Rockwell will pull past information. Day has sent out the Hershey meeting information (note: Langely did not receive) which will provide some additional insight.
 - The committee needs to have Board representation and members of the general membership.
 - Drevo, Yother, Black and Tomlianovich volunteered. Rockwell will chair and work in an invitation for membership participation.
13. Update on collection of statistics and marketing efforts – Martha Shinnners/Susan Pannebaker
Need to appoint an Ad Hoc committee
- There was some discussion with IMLS/Susan Hildreth about who is collecting information already but nothing formal has come from it.
 - Shinnners will move forward with putting together an Ad Hoc committee. Volunteers include Pannebaker, Sherif with Shinnners as lead. See Shinnners to volunteer or recommend others.
14. Department of Defense update – Rhonda Gould
- Gould met with the Head of the Navy Library to discuss the DOD joining CSLP.
 - There were timeline issues with the military as they are about 6 months ahead of our schedule which would mean we would have double our work efforts for one year to meet their deadline.
 - Their fiscal year is September 1st and the budget may be \$1m.
 - Would like to work with them but if we don't have a multi year commitment, it would be difficult to rearrange the timeline.
 - There was some discussion about whether this person has been consistent in her dealings with CSLP. If we only have a verbal commitment, that is not enough to rearrange our entire production schedule.
 - Entertain the discussion for 3 year-perhaps starting in 2014 or 2015. Gould can continue to leave the discussions open but make no commitments on our end.

15. Texas Library Association inviting CSLP to participate in TLA, April 24-27, 2013 – Karen Day
 - Jennifer Becker from TLA called CSLP Office to see if we would be interested in joining a panel discussion about Adult Summer Reading programs next April. Day asked Shinnars to consider who might be a good fit to attend.
 - It was recommended that we want a strong person on the panel but also a great opportunity to display at TLA, and connect with TX librarians.
 - We may be able to work with the State Library to supplement their booth instead of just hosting our own. Is anyone interested/close or wanting to attend?
 - Tomlianovich said it is a big conference with nearby states not just TX.
 - If you are interested send request to the Board.
 - Gould moved that we will pursue participating in TLA. Willis second. Motion carried.
16. One Slogan discussion – Jasmine Rockwell
 - There is not a clear plan of action but the next step will be opening a dialogue with Highsmith.
 - The membership is not an either/or situation (one slogan or more) but instead would like to see items produced for all 4 groups, possibly some flexibility with items for sale.
 - Santos indicated that several Board members will be having a monthly telephone meeting with Highsmith. Please be sure that items for consideration are forwarded to Board members who are part of the call.
 - Balsen wanted to be sure that we were going to investigate the fulfillment issue. Santos indicated that these types of issues, including production/capacity will be discussed in the monthly meetings.
 - Drevo asked about the California and the one slogan issue. Other states were interested in a one slogan not just California so we will be moving forward with the understanding that the Membership is interested in pursuing options.
17. Monthly meetings with Upstart – Karen Yother
 - CSLP Board members will be holding monthly meetings with Highsmith on the 14th.
 - If anyone wants to be a part of the meeting, talk to Yother or Day. Second Thursday of the month 9am PST. If anyone on the Board has issues or concerns, submit information to Yother.
 - The first concern will be the discussion of complaints and the ability to obtain materials we need for our orders.
18. Interest on behalf of ALA Connect – Rhonda Gould
 - Before Memorial Day, Megan Humphrey of the ALA public information office, contacted Gould about posting something about summer reading on their website. Gould will work with Santos for something about CSLP. They will discuss with her at ALA Annual.
 - On a side note, State Rep Matt McLain posted a blog from a Utah academic (his blog is 21st century librarian) which can be described a scathing report on summer reading. If anyone wants to see it, let us know. As President, Santos is planning to respond but has not formulated a response. Sherif provided some of her own insights but there was also some talk that he was looking to provoke and not necessarily have good discussion.
19. CSLP office update - Karen Day
 - a. Survey results from 2012 Annual Meeting – Hershey, Pennsylvania
 - Review these by September. Information in the results to help plan for the future and good information is in the results. We will discuss logistical issues in September as well.

- b. DTA contract has been signed – Allison/Rhonda
- Signed it both before presidency changed, felt that both should sign the contract as matter of good practice.
- c. Outgoing chairs: forward your USB drives and your calling cards to the new chairs
- Day asked if all new Board members received information from past chair. Black, Johnston said yes; Buntin said no. Day will check with Langely.
 - Board members can request a calling card to use for long distance calls, please ask Day.
 - Each chair should have been given a USB drive from Day to store all CSLP related information. When the member's position turns over this needs to be forwarded to the new Board member.
- d. Committee lists/mail lists are being updated this week
- Day will type up all the committee changes and the new lists by the end of next week. Chairs will be notified. If you need it sooner, please tell Day.
 - Day is working on the order form for the manuals, catalogs and t-shirts for 2013.
 - If you are a new Board Member, please submit a digital photo to the website to Day. If would like your photo to be changed on the site, you can email a new one. We can also take a photo at the next meeting.
 - CSLP has a Doodle Poll account and a SurveyMonkey account that can be used for committee meetings. Please contact Day for instructions.
- e. Next Board meeting – Face-to-Face – September 10-13, 2012
- i. Courtyard Marriott
7901 NW Tiffany Springs Parkway
Kansas City, Missouri
 - ii. ALL flight arrangements will be made by the CSLP office
 - iii. ALL room reservations will be made by the CSLP office.
 - iv. Monday mid-afternoon – Board training for new board members
 - v. Long Range Planning on Thursday – conclude meeting by 4:00 p.m.
- The Board Meeting will take place in Kansas City not Chicago because of a conflict with the hotel. It will begin on September 10th and conclude by 4pm on September 13th.
 - Please provide agenda items for the meeting to Santos and Day as soon as possible.
 - Day will coordinate all the travel arrangements. Please provide Day with preferred flight information and please be economical where you can.
 - New Board members need to plan to be there Monday at noon for a new Board member meeting 12-2pm.
 - This Board meeting will be extended one day to undertake Long Range Planning. Please read over all the preparation documents sent in advance. Some items have been completed while others have not so we need to think about what is achievable and important for the next few years. A comprehensive Marketing Plan will be included as part of the long range plan.

The meeting was adjourned at 3:10 p.m.

ADDENDUM 1: CSLP School Partnership Proposal

To accommodate CSLP members that chose to partner with a school or a non-profit organization that wishes to promote the CSLP member's summer reading program, Karen Yother and I propose to the board:

1. Highsmith will create a pdf order page for our website that CSLP members can print to give to their school and non-profit partners. This order page will only include summer reading promotional items for youth and teens that Highsmith will easily be able to stock in sufficient quantities —such as bookmarks (regular and uncut), posters(large and small), t-shirts, bulletin board decorators, book covers, buttons, and paint sheets. School and non-profit partners would phone, fax or email their orders to Highsmith and would not need to access the CSLP website. Schools and non-profit partners will not be allowed to sell product ordered from Highsmith unless all funds raised from sales go to support the CSLP member's summer library program.
2. CSLP would pay 50% of the shipping for the schools and non-profit partners in 2013. Thereafter, school and non-profit partners will pay their own shipping costs just as CSLP members will. The additional sales to school and non-profit partners of CSLP members in 2013 will cover the expense of shipping and will also offer some profit to CSLP.
3. We feel this is a fair compromise that will also offer additional income to CSLP.

ADDENDUM 2: Manual Statement

Through your affiliation or employment with a CSLP member library, and your use of the CSLP Manual/DVD, you agree to adhere to the Rules of Use which govern how CSLP's trademarks and copyrighted material in the Manual/DVD may be used. See the Rules of Use at:

<http://www.csllpreads.org/about/rules-of-use.html>

To access the online catalog and order form you must sign in to the <http://www.csllpreads.org> website. If you do not have an account yet, simply log on to csllpreads.org, click on "Create Account", fill out the information and submit. Once you are registered you will have access to the ordering information, proprietary downloads (including art work, sign language videos, and other program related materials) and member lists. By registering online, you agree to CSLP Rules of Use which govern use of CSLP proprietary downloads. Contact Karen Day at karen.day@csllpreads.org for more information.

ACCEPT: _____

DO NOT ACCEPT: _____