

**2013 CSLP Annual Meeting**  
**April 16-19, 2013**  
**Emory Conference Center Hotel, Atlanta, Georgia**

**Meeting Motto:** *As attendees of the Annual Meeting we serve the CSLP membership, while this includes our individual states and organizations, it is for the whole that we make our decisions.*

All CSLP meetings will be held at the Emory Conference Center Hotel

**Tuesday, April 16, 2013**

2:00 – 6:00 CSLP Board of Directors meeting– Trillium Boardroom

- CSLP Board of Directors meeting. Board Meeting minutes can be found separately.

**Wednesday, April 17, 2013**

8:00 – 9:00 Orientation and Mingling – Emory Amphitheatre

- I. New Attendees/New State Representatives Orientation
  - The President and Vice President coordinated an orientation for new state representatives and for first time attendees.
  - New attendees will be partnered with a mentor who will be on hand to guide them through the meeting and answer any questions, loosely determined on region. Karen Day is also available to answer questions.
  - There were a variety of presentations by Board members. The organizational handbook was reviewed.
- II. Official welcome by Dr. Lamar Veatch, State Librarian.
  - Introduction by Elaine Black of Georgia of the volunteers who will serve as hosts.

9:00 – 10:45 Business Meeting Call to order – Emory Amphitheatre

- I. General Introductions – Allison Santos, (NJ), CSLP President
  - The meeting was called to order at 9:13 a.m.
  - This year's agenda has been changed from last year after reviewing feedback and flow for the business meeting. Note in particular, the change in process for the slogans, discussion and voting.
  - Voting on the proposed Budget and Board Members will take place Friday.
- II. Additions to agenda
  - Balsen, NY requested to add the "One Slogan" topic to the discussion.
- III. Presentation of the minutes of 2012 Annual Meeting – Denise Lyons (SC), CSLP Secretary
  - Minutes were emailed to the state representatives and they have been posted as draft online for several months for review.
  - Yother moves to accept the minutes, Shinners seconds. Motion carries.
- IV. President's report – Allison Santos (NJ), CSLP President

- Please see the packet for detailed report. Thank you to Board, volunteers and administration team.
- Some of the key issues worked on this year included to continue protecting our intellectual property, working with the membership, Board and legal counsel.
- With some of the undertakings and preparation, we are now more financially stable.
- We have continued to work on communication with the membership about their needs and interests.
- We also completed a long range plan, provided in the packet for discussion at this meeting.

V. 2013-2014 Board of Directors nominations slate–Sue Sherif (AK), Nominating Chair

- There is a yellow sheet in your packet with information about the candidates. There will be time to meet the candidates as the vote will not take place until Friday.
- Sherif introduced the candidates and asked them to stand: Yother, Donovan, Johnson, and the two candidates for Copyright/Rules of Use: Tomlianovich and Balsen.
- There will be a paper ballot on Friday.

VI. Treasurer's Report and presentation of proposed 2013-14 budget – Kathy Buntin (MS); B&F committee chair, Treasurer, MS state rep

- Please see the powerpoint for specific questions about the presentation. One of the most significant achievements is that the budget has been restructured, making it easier to read.
- Highlights of the B&F committee meetings include:
  - Adding a timeline for laddering of investments and creating a plan for investment income.
  - The Board feels it is important for membership to be present and voices heard. Therefore travel stipends will continue and a hardship travel policy is also in place.
  - CSLP has purchased a Fidelity Bond for the protection of assets as recommended by the auditor. CDs have been moved to meet FDIC limits. Also DTA vouchers to Buntin for approval (electronic signing) and the bookkeeper writes the checks.
  - Tax return was filed (approx.. 35 pages).
  - We have also put our lawyer into a contract so that we are able to use her services but also monitor the cost.
  - Overall we are still fine. Buntin estimates low for income and high for expenses to assure we are covered. We have not expended the “annual meeting line” yet. There is a cost to doing business face to face and conference call but those are on track. Not paying for shipping the next year will have a significant positive affect on our income stream.
  - Adjusted for the loss of revenue from Minnesota.
  - There was a question about an online manual. Black indicated there was not a lot of interest so it has been tabled.
  - Some of the increased expenses include memberships (ALA, PLA) and conference attendance (ALA, TLA etc.) as well as some PR/Marketing expenses (advertisements) and web expenses (website.)
  - There was one math error that Buntin will correct by Friday. Estimated profit is \$72,995.

VII. CSLP Administrative Office report – Karen Day (IA)

- Please read the administrative office report as it will have greater detail.
- Thank you to all of the members, Board and state reps who have worked with the office.
- New members will soon receive some informational questions.
- There will soon be emails for the new program year including number of manuals.
- The back row will have the sign up sheets for the committees near the travel reimbursement forms.

#### VIII. Insertion- One Slogan Discussion

- As requested, there was a reprise of the “One Slogan” discussion. From the 2012 minutes and institutional memory there was discussion made clear that members wanted option. There was a survey of state reps but no survey of patrons.
- Rockwell asked members to give a show of hands to see what state reps are hearing from their librarians if they are interested in the “One Slogan” concept: 22 said yes, 26 no.
- For those who are interested, most said funding was the main issue but some said it was branding and ease of use, especially for small libraries.
- It was asked if the states leaving the collaborative felt that not pursuing one slogan was a factor. All states declined to complete an exit interview but the letters indicated that money was the main issue.
- Of those present when asked about positive feedback to the combined one slogan on a poster, 8 representatives said yes.
- Members were reminded that our contract with Highsmith locks us into multiple slogans until 2016. However Yother (Vendor Chair) has been having multiple conversations with the vendor about the options for poster, clip art and slogans. Different slogans require a print run of thousands. However as this impacts our licensing fee and income, she has been exploring other options including approved secondary vendors. They continue conversations with Highsmith as that is the first and best option.
- Shinners reminded the group that there was much discussion prior to CSLP having the current 4 programs that we weren’t doing enough to connect with our various audiences (teens, adults, early literacy) so we don’t want to lose what we’ve achieved. She believes that much of summer reading programming is funded at the state level with LSTA which has been cut at the national level and at the state level. We need to be vocal about the importance of LSTA for summer reading programs.
- Drevo reminded the group that you can interchange art and programs or just choose one to make what we have work for you but we don’t to shortchange ourselves by having only one.
- There was continued emphasis to be sure that your state supports CSLP—the organization provides travel stipends to assist all states and make sure voices are heard.
- Another suggestion was to have one slogan (i.e. youth) and a few pieces that have a little more generic art so that those who want to use it can. (But not create an additional slogan) Also be mindful of having choices and the corresponding product availability

11:00 – 12:00 Manual Committee Meeting – narrowing of the 2015 slogans in four locations

Each of the committees held separate meetings. Those meetings were recorded but not transcribed. Information was presented from their report so see report for details.

- Children's
- Early Literacy
- Adult
- Teen

#### 1:00 – 2:00 Choosing of 2015 slogans for Early Literacy/Children/Teen/Adult – yellow sheet

This year slogans were collected in advance and narrowed down to a certain number presented to a smaller group for discussion. They were then narrowed to 5 to bring to the larger group. Some of the points of discussion include:

- Be thoughtful about children with disabilities, keep action words, do not duplicate from last year, community helpers, open up in discussion, open ended
- Broad not superhero
- Focus on process words or action words
- Keep the slogans short
- There was a concern that we might be adding or subtracting but not according to the committee. Put the original ones back in and then vote. Each state will vote 3.
- Consider what will also complement Early Literacy
- Focus on more dynamic but stay flexible. We can wordsmith later.
- Something to translate would be better—keep in mind that it needs to be translated.
- Watch for grammar and punctuation
- Want active words that spark amazement, reading, excitement
- Broad enough of heroes to include community not just superheroes

#### I. Youth/Early Lit Slogan Vote

- The Vote was taken for the Early Literacy/Youth Slogan:
  - **Every Hero Has a Story--113**
  - Reading Powers...Activate!--15
  - Soar Into Reading—0
  - To The Library and Beyond--8
  - Be A Hero Read!--5

#### II. Teen Slogan Vote

- The vote was taken for the Teen Slogan:
  - **Unmask!--52**
  - Begin the Quest--35
  - The Hero Within--16
  - Unleash Your Power--30
  - Novel Avengers--8

#### III. Adult Slogan vote

- The vote was taken for the Adult Slogan:
  - **Escape the Ordinary--82**
  - Power Up...Read--36
  - Bam! Pow! Read!--23
  - Soar to New Heights-Read—0
- There was some discussion after the vote that the slogan "Escape the Ordinary" had an education and entertainment trademark. Drevo would put a call into Melissa about

being able to use it and Matt said they would also use their attorneys if they needed to work something out as our purpose and that purpose seemed to be different.

- There would not be a revote. However if there was an unresolved problem, the President and Adult Chair would reach back out to the membership for an electronic revote.

2:00 – 2:45 Budget & Finance Committee meeting – Kathy Buntin (MS) – Hickory  
Website Committee meeting – Elaine Black (GA) – Azalea

3:15 – 4:00 Membership Committee meeting – Patty Langley (DE) – Hickory  
Marketing & PR Committee meeting – Charlotte Johnston (SC) – Azalea

4:00 – 4:45 Diversity Committee meeting – Lori Special (NC) – Azalea  
Copyright/Rules of Use Committee meeting – Karen Drevo (NE) – Hickory

- Please see the report included in the packet. Each committee has its own notes

4:45 – 5:15 By Laws change – Membership Chair, Patty Langley (DE) - Emory Amphitheatre  
Sharing of feedback and ideas from the greater membership/sm. group discussions

- Meeting was deemed unnecessary and not held.

#### **Thursday, April 18, 2013**

8:00 – 9:00 Children’s Manual committee – Pam Carlson (CA) – Azalea

9:00 – 10:00 Adult Manual committee – Martha Shinnors (WA) – Dogwood

10:15 – 11:15 Teen Manual committee – Elizabeth Rafferty (MD) – Azalea

11:15 – 12:15 Early Literacy Manual committee– Michelle Willis (NJ) – Dogwood

- Each committee has its own notes.

1:30 – 2:00 Legal Issues – Karen Drevo (NE) – Emory Amphitheatre

- There has been an ongoing issue with a company called ProSource which infers that it is related to CSLP. It is not. Our exclusive vendor, Highsmith, does not make solicitations.
- The lawyers have approved “Escape the Ordinary” because of the type of trademark. It is something we can work with.
- Some Rules of Use Questions answered—and more FAQ will be on the site.
- There are webinars also on the website
- The school order form on logged in part of site

2:00 – 3:30 Long Range Planning – Allison Santos (NJ) & Jasmine Rockwell (SD) - Emory Amphitheatre

- Detailed notes were taken on the Long Range Planning draft document. These remarks were given to the committee and chair to incorporate into the document. Being in draft form, a more complete document will be presented.

### 3:45 – 4:45 2016 general theme selection – Emory Amphitheatre

- A variety of general themes –a list on purple paper--were presented for the membership to discuss. Some of the highlights of the discussion include:
  - General comments about DIY: focuses on active, what does it really mean though (too broad/too limiting?), -- what does it really mean DIY is empowering, be playful and exploratory, urban homesteading. Could also include technology, innovation.
  - General comments about Circus: several states would have problems because of the animal and cruelty to animals sentiments, some dislike clowns, others liked the fun/amusement
  - General comments about Fitness/health: Some indicated that a more “sports” theme could bring in a different audience, especially boys. There were positive comments about motivation; healthy living and activity could be good. Some of the negatives of the fitness theme included the cross between the “book” vs. “sports” kids. Feelings that those who are into books and reading are not sporty. Might be traumatizing. Expand to wellness and focus on broader things, community wellness. Can also include the outdoors/walks etc.
  - General comments about west/western/cowboys: people on the east coast would not like it, Alaska has no context; also be cautious about any tribal issues and negative stereotypes
  - General comments about outdoors/environment: open it up to urban homesteading; being healthy outside, environment used a lot in schools.
  - General comments about Adventure/Spies: appeal to all ages, maybe adventure added to other topic like explore?
- The vote was taken for the 2016 General Theme.
  - Fitness/Health/Wellness/Sports: 79
  - Adventure & related (explorers/explore): 21
  - Environment and related: 21
  - DIY and related: 17
  - Circus/Amusement Park: 1
  - Western/West/Cowboy: 1

## Friday, April 19, 2013

8:00– 9:30 Vendor Committee with artist selection - Emory Amphitheatre /

### I. General Meeting Notes

- Meeting began at 8:04 a.m.
- Sherif passed out the ballots for paper vote.
- Special presentation to Patti Sinclair, retiring manual editor

### II. 8:00– 9:30 Vendor Committee with artist selection - Emory Amphitheatre

- Yother recognized the Vendor Committee, asked them to stand.
- Yother provided the artwork samples of artists for youth and teen along the back rows over the last few days. Members were encouraged to write notes about the art.
- Yother reviewed all the artist options in a power point. If all comments for a youth artist noted it should be reviewed as a teen artist, Yother moved it to teen.
- Youth artists submitted for consideration: Sarah Chalek, Bob McLeod, Art Baltazar, Eleanor Davis, Julie Paschkis, Ralph Cosentino, George O'Connor, Mark Teague, Jarrett Krosoczka, Jef Czekaj, Carolyn Curtis, Donna Berger, Dav Pilkey, Bob Shea, Sean Bixby, Chris Browne, Mini Grey, Mo Willems, Tad Hills, Jackie Urbanovic, Mark Buehner, Ross MacDonald, Julia Gorton, David Small, Lincoln Peirce, Tony Fucile, Peter Brown, Sebastien Braun, Rob Scotton, Leslie Patricelli, John Rocco, David Ezra Stein, Denise Fleming, Paul Zelinsky, Rebecca Emberley and Peggy Rathmann.
  - Some of the comments included the ability to include both early literacy and youth without being too young or baby-ish; being mindful that this is a sample of the artists' work and that they can likely adapt some if we like their general style; some had issues with focusing too much on "superheroes" instead of heroes; there was a concern about being able to draw people (versus scenery); also be careful of being too goofy, repeating our artists, choosing someone who is unrealistic.
  - The vote was taken and the tally included:
    - Peter Brown—47
    - John Rocco—25
    - Ralph Cosentino—18
    - Jarrett Krosoczka—16
    - Mini Grey—10.
- Teen artists submitted for consideration: Patrick Arrasmith, Unshelved Guys, Sarah Chalek, Faith Erin Hicks, Bob Lea, Ben Bates, Michael O, Robert Ball, Cliff Chiang, Skottie Young, D. Ross, Von Glitschka, Andrey Gordeev, Stephen Gilpin, Carla Speed McNeil, Phil Foglio, Hope Larson, and Scott Wegener
  - Some of the comments included: art looking too much like this year ("steampunk") or past years ("You Are Here"), too dark, too young/no crossover/ too edgy, some were weird or creepy, mindful of depiction of women characters.
  - The vote was taken and the tally included:
    - Hicks—31
    - Larson—28
    - Gordeev —18

- Arrasmith, O Chaing—17
- O'Connor, Young-12

- III. 9:30 – 10:30 Upstart: products, services and contract; 2014 incentives; Discussion with Upstart Representatives: Matt Mulder & Heidi Green, Introduced and assisted by Karen Yother (ID), Chair of Vendor Committee
- Current year's sales
    - Mulder and Green reviewed the sales figures that were presented to the members in their packets.
    - Overall sales are strong.
  - Changes to individual products
    - There will be some changes. Some did not sell very well. Others did not hold up very well. See incentive notes below.
    - Customization was not cost effective overall and many did not take advantage.
    - The sale of the 4 slogan poster was decent.
  - Changes to manuals
    - Patti Sinclair will continue to work on Adult. Other manual editors will be selected.
    - There was a request to have décor separate in the manuals.
  - 2013 Artwork
    - Showed powerpoint of art to date
  - 2013 Incentives
    - Here are highlights of the comments:
      - Prefer more room for local sponsorship on printed materials
      - Would like everything to be branded
      - The bags had issues as did the pencils.
      - What about more options for personalization.
      - Back orders and shipping delays were still a problem.
      - Spot art was hard to see (use).
      - Would like to be able to have more ways to personalize or customize reading records.
      - Some issues with the images on the disks—the backgrounds weren't clear. Should keep clip art consistent with style of artist.
      - More multilingual options (at least bilingual English/Spanish)
    - Would prefer more items that are not generic.
    - Would like longer women's t-shirts. Sizing charts would be helpful.
    - For early literacy: differentiation from youth, would like more primary (or brighter) colors, could use some of the items for next couple years.
    - For teen: like reading records, lots of blank room so everyone could customize themselves (i.e. leave a backside blank), love things that are tech focused (including ereader/tablet/zipper case, ear bud retractable head phones), decal style sticker
  - Information from Nick Glass about Teaching Books
    - [nick@teachingbooks.net](mailto:nick@teachingbooks.net)
    - Information about the program, how to say the name, videos of the people at their home
    - You can get there from the resources and children's page where you can login without any password or login

10:45 – 12:00 Upstart: continue conversations

- Other Business:
  - Members thanked the reps from our Vendor Highsmith for being great to work with.
  - Vendor meetings take place by telephone with Members of the Board each month.

3:15 – 5:00 Continue Business Meeting - Emory Amphitheatre

- I. Voting on the proposed 2013-2014 CSLP Budget
  - Buntin presented the amended budget having fixed one small math error. DeBuff motions to accept the budget, Willis seconds. Motion carries.
- II. Voting on slate board of directors.
  - Voting way by paper ballot. Sherif (chair) announced the willing results:
    - Karen Yother, President-Elect
    - Lisa Donovan, Adult Manual
    - Julie Tomlianovich, Copyright-Rules of Use
    - Betsy Johnson vendor
- III. Farewell to retiring board members (welcome to new members)
  - Santos thanked the retiring Board Members: Yother (Vendor), Shinners (Adult), Rockwell (VP/President-Elect) and Drevo (Copyright-ROU).
- IV. Passing of the gavel
  - Santos officially passed the gavel to Jasmine Rockwell.
  - Rockwell presented a plaque to outgoing President Allison Santos for service this past year.
- V. Meeting wrap-up and Closing remark
  - Sally Snyder thanked Elaine Black and her volunteers for coordinating the logistics.
  - Elaine Black, GA thanked her Georgia volunteers.
  - Next two sites include 2014: Biloxi, MS and 2015: Rhode Island.
  - Meeting adjourned 3:53 pm

6:00 Board of Directors meeting – Azalea

- CSLP Board of Directors meeting. Board Meeting minutes can be found separately.