



Collaborative Summer Library Program
Board of Directors Meeting
April 7, 2014
IP Casino, Biloxi, MS

1. Call to order –Jasmine Rockwell
 - a. Rockwell called the meeting to order at 1:04 p.m.

2. Approval of Agenda – Jasmine Rockwell
 - a. Additions: Discussion of Length of Terms (membership). Rafferty moves to accept the agenda, Yother seconds. The vote taken, motion carried.

3. Secretary’s report – Denise Lyons
 - a. Board minutes from March 4 conference call
 - i. Rafferty moves to accept the minutes as sent out by the secretary. Johnston second. The vote taken, motion carried.

4. Executive Session
 - a. Johnston moved that we enter executive session, second by Carlson. The vote taken, motion carried. Notes are in a separate document.

5. Financial Reports and Budget Committee Report – Kathy Buntin
 - a. Profit & Loss, Budget vs Actual
 - i. Nothing to add

 - b. Balance Sheet
 - i. Nothing to add.

 - c. 2014-2015 Budget
 - i. Already approved the draft budget. Unanimous.
 - ii. There have been questions regarding the Executive Director salary but Buntin has answered that it will not show until the next budget.
 - iii. Question about the cost of the Executive Director search process. There was not money allocated. Further discussion from Board members whose agencies are involved in Director or Agency Head searches currently. All are using a search firm. It was recommended that we add a line to set aside funds for the Executive Search/Search firm. It would better to allocate funds now than have to add later.
 - iv. Buntin added line 6213 for Executive Director Search and allocated \$45,000 to that line. Leaves surplus of \$125.
 - v. Rafferty moved to accept the changes just suggested by Buntin and the Board to amend the proposed budget. Second by Willis. Vote taken, motion carried.

6. Website – Elaine Black

- a. Report on Reingold work to date
 - i. Black indicated that she didn't have specific information on the items listed. However at her meeting, she will brainstorm and gather ideas about what the new website will look like and what they may want.
 - ii. We also need to notify Dan about the timeline for his work and transition.
- b. Input from Chairs on future needs
- c. Social Media
 - i. People are working on it (i.e. Johnston has a schedule from Reingold Link)
 - ii. Like and respond to our facebook page as much as possible.
 - iii. Discussion about Facebook groups and the use for committee work, gathering ideas etc. Zack shared some information.
 - iv. Question about email footers from Washington State with CSLP art that were shared last year. People used them on the bottom of their email as promotion for the PSA. If we receive them, we will share them.

7. Public Relations & Marketing – Charlotte Johnston

- a. TVC update
 - i. We will show Teen Video entries tomorrow. Some are very good and some are less "professional" than in past years. However two states that entered for the first time had very good videos.
 - ii. Discussion about how to encourage a state rep to allow the public library to conduct the program and submit as the state's entry even if the state library wants limited involvement.
- b. Children's PSA update
 - i. The PSA is now on the website.
 - ii. Seeing more downloads than purchasing of PSA but some still do buy it. Digibeta format will not be offered going forward.
- c. VOYA article update
 - i. Beth Crist from CO is working on the article. This came from Colorado's great participation and support from public figures with the TVC.
- d. PR & Marketing survey
 - i. Johnston is still working on it.

8. Inclusion Committee – Lori Special

- a. Toolkit
 - i. It was decided that the Inclusion committee wants to be included from the beginning, not just after things are created. There aren't enough items that can be adapted for children of special needs in particular even though the committee chairs may ask for those.

- ii. Members would like to be embedded in various committees so please welcome them.
 - iii. Committee chairs are encouraged to make adaptable activities and the committee can help but they can also recommend resources from the outside.
 - iv. Still looking for best format for sharing of resources. Facebook group not a good option because many cannot access. LibGuides are good but must be purchased. Links on website do not seem to have an impact.
- b. Signing Video
- i. There will be no signing video. Committee decided it was not the best use of funds, not many hits on the website. Plus many are looking for baby sign language, easily found on the internet.
 - ii. Committee wants to provide resource list. If people have resources please share those. For example, South Dakota is a resource for tactile graphics.

9. Partnership update – Karen Yother

- a. Some of our partner/vendors will be here at the meeting. We are hosting an informational room like at a conference. Several will be addressing us and are going to be open to taking questions in the vendor area. Some cannot be here but sent information. A brochure of all is in the attendee packet.
- b. Bearport cannot be here but want to provide information. They are looking to give out 10 free ebooks coupons that can be purchased as incentives.
- c. Lunar and Planetary Institute has sent information.
- d. Bedtime Math will be here.
- e. Maricopa County Reading Adventure will be here. The program was a grant from the AZ state library. Az Rep Holly Henley is here along with project managers Caris and Chris.
- f. Movie licensing USA will be here but could not work out the details for providing a discount. They will provide posters and we'll continue to work with them.
- g. National Geographic will be here. They are delighted to work with us. They've just added a partnership to offer items on Zulily which will feature us as well. This is a significant partnership and Yother will provide further information as we move forward. Likely able to leverage this with the guidance of Reingold.
- h. National Park Service has shipped out Junior Paleontology information. Their biggest opportunity is National Fossil Day in October. We will be able to cross promote and possibly work with the National Park Service Foundation for some kind of support.
- i. Santa Barbara, CA received an IMLS grant to focus on family literacy. They will be there to talk about it as they move from the planning grant to the implementation phase.
- j. Xist publishing provides ebooks for children and will be here.
- k. Others still in the works such as Steve Spangler Science, TDI landmark audio.
- l. Talked w/Melissa about various kinds of partnerships and related press. We have different partners (non profits, for profits, information only etc.) Will need guidelines.
- m. Would like to focus on the larger groups—PBS and NPR but haven't made in roads yet. We again could work with Reingold to help us to show them that our missions are similar.
- n. Karen is still working on them and all your suggestions.

10. Slogans & Trademark Issues – Sandy Wilkerson

- a. We did not discuss as Wilkerson had not arrived.

11. Membership – Patty Langley

- a. Originally Langley proposed that the Board needed to vote on a change to the terms of officers from 1 year terms for up to 4 times to 2 year terms of up to 3.
- b. While there was to be a motion and vote it was realized the Board already voted on details were found in the March minutes. Therefore the current officer terms are 2 terms for 2 years on the same committee. This took effect from the date of the vote of the March minutes.

12. Annual Meeting, last minute details – Rockwell, Day

- i. New agendas handed out this morning
- ii. Committee meetings tomorrow
 1. **Sign-in sheet** for someone to be at the door of your room – please have another board member or committee member particularly attentive to having everyone sign in.
 2. Have the **door greeter** also be responsible to have the **hand-held recorder** turned on when the meeting begins. Make sure that the recorder is by the chair and you tell people to speak up, state their name and state and speak one at a time so that you can capture the conversation clearly.
 3. **Committee sign-up sheets** are separate. All people who want to be on the committee must sign-up again, even if they are currently on the committee. We have also made an option that they may staple their business card on the sheet if they don't want to write their name.
 4. **Committee ribbons** are available for each committee. Please have a designated person hand out the ribbons to current committee members during your meeting.
- iii. Take your belongings tonight from this room. Please take your table tents with you today.
- iv. Orientation
 1. Please all be at the Orientation at 7pm this evening in Ballroom D.
 2. There is an agenda but it should be a concise meeting.
- v. Announcement of Executive Director Search Committee
 1. Elaine Black (GA), Anna Hartman (IA), Laura Lee Wilson (OH), Jana Fine (FL), Grace Greene (VT), Sarah Sogian (MA), Karen Balsen (NY), Matt McLain (UT), Jaclyn Lewis (MS), Larry Koeninger (TX), Charlotte Johnston (SC)

Rafferty moves to adjourn the meeting, second by Yother. Vote taken and motion carried.