

CSLP Tele-conference BOD meeting, November 17, 2009

Present: Julie Tomlianovich, Martha Shinnors, Karen Day, Adrienne Butler, Sally Snyder, Karen Drevo, Sue Pannebaker, Karen Yother, Sue Sherif, Karen Balsen, Rhonda Putney, Allison Santos

*Highsmith-HS

JT- We may need to move up # 12 in the interest of time; KDay

Minutes will be amended due to verbiage Sherif pointed out.

1. Approval of minutes- **Drevo** first, KY seconds, approved
2. Treasurer's Report- **SP**- Links sent for balance sheet and profit and loss, BOD did not receive. Day will resend out now. We are on target, not way over have done well w/ BOD meetings and conference calls, \$16,000 allotted, have spent \$7,000. We will be spending again next year! Income has come in from Highsmith, \$40,000 less than anticipated. Shipping will come due later and some \$\$\$ will go into a CD to earn interest, shipping won't be due till next summer 2010. Other CDS are presently coming through. **JT**- like this idea, we spend money easily, we need to think about conserving \$\$\$\$. Asset sheet tells where we have our investments currently. We aren't paying for things right now, more in winter and spring. **SP**- Next conference we will have to think about paying more to fly out to Tacoma and \$500, maybe \$700. We did have left over \$ \$\$ from last year's conference. **JT**- agrees.
3. Summer Reading Materials Order Page 13- **KY**- Had an email that Barb Huntington did not like the ad and felt it was forced down memberships throat. **JT** and **KY** discussed this and told her that this was not mandatory for anyone to purchase and that it was an additional bonus. Huntington seems to have accepted this and has mentioned that she may like to discuss this again in April at conference. **RP** thinks the issue is over and it is a done deal. **KB**- we need to remind ourselves that we are a not for profit. We are a collaborative of state agencies. **JT**- reminds us that Highsmith is our official vendor and does so much for CSLP. **KB**- We need to keep that in mind and we may want to think about treating them as a sponsor. **JT**- appreciates **KB**'s thoughts. **Drevo**- we have been careful and will continue to do so.
4. States opting out of using CSLP art for next summer's program: **JT**- there is a state whose representative disliked the teen art and especially disliked the Capricorn. Nothing else was ever mentioned and then the ASA office heard from another librarian in that particular state that there was all new artwork for both kids and teens. Sleuthing was done and the new art was

found. They also have a new slogan since the slogan DOES go along with the art. BOD has not been notified of any of these changes. Catalogs have been shipped in that state though. **JT** wants to know what responsibility the state has in telling BOD this. **KB**- what difference does it make? **Drevo**- Texas just wants our manuals and not really wants to be a part of the program. **Day**- state in question did order manuals and order forms. **KB**- NYS doesn't all use the artwork, Brooklyn makes their own. **JT**- this is completely different, this is a whole state. **Drevo**- is there an option to use the CSLP art or an edict otherwise? **Day**- to answer Drevo, they do have the option to do a different program if they want. Notification is the biggest issue. States have the option to promote differently and can pay dues differently for a particular year. **KY**- Vendor committee would like to know so they can make a better program. **Drevo**- It's respectful. **Sherif**- put on the website that the BOD needs to be notified if the state is going to change. We should communicate to the state rep that we need to know. **Drevo**- has seen the poster art and thinks it is subpar anyway. **JT**- if states hate the item, then maybe we could have a supplemental offering. **Day**- checked bylaws for membership; states may skip a year of programming as long as they pay their dues. **SP**- it makes a difference financially to BOD. **JT**- why are sales down in that state? **Day**- notification would have been nice instead of element of surprise. **KB**- it should be referred back to the ASA office. **JT**- no one knew that this state was going to do this. **Drevo**- if several large states opted out then we would cause a difficulty to our vendor. **MS**- Can we add a sentence to the bylaws on the website stating that if you aren't going to use the program please let CSLP know at your earliest convenience? **Drevo**-there needs to be a time structure; we need to plan for this situation with time for the vendor to adjust their inventories. **JT**- CSLP knew this state disliked the teen art, no one knew about the kid's art or when the decision was made to drop CSLP's art. **Sherif**- we could look at this differently and that perhaps the state did this to avoid a major problem. **Sherif** will probably not use NIGHT for her summer theme and use something else so she understands.

Day- A new statement that needs to be adapted explaining our needs. Day- asks that a few people rewrite this passage. **JT**- **Drevo**, **KY**, **SP** and **JT** will adapt wording and present this to the BOD at next meeting. **Sherif**- again cautions against thinking this was malicious or underhanded.

5. Handbook Membership updates- GG sick- do we need discussion? **Drevo** motions to accept, **AS** seconds motions carries for GG's new legal services policy
6. Whitehouse endorsement- **Snyder** and **Sherif** both forgot. They will get right on this ASAP
7. LRP- Skipped for now

8. Rules of Use- **Drevo**- how shall we do this? **JT**- easiest parts first please. **Drevo** brought to BOD in August for discussion two proposals. Only one was approved, the altering of artwork got tabled. **KY**, **Drevo**, **Day** and **JT** talked to the lawyer about Highsmith giving permission to individuals to change artwork. **KB**- if we put in somewhere that Highsmith has an arrangement w/ artist HS has a contract with the artist and she thinks HS has no agreement to change the artist's work. **MS**- HS contracts w/ the artist **Sherif**- Because the artist holds the copyright, HS holds license CSLP cannot authorize any changes to artwork. This statement needs to be reworded. **KB**- it needs to be simple and clear and go into the preliminary wording before the Rules of Use. **JT**- Drevo do you want to word this and have ready for Jan. 11. Will be done with by January 11. Statement #2 is also a high priority. **Drevo**- wants BOD permission to change language from CD to DVD. Also had a call from Debra Hotchkiss from North Dakota who is in charge of summer reading in her state and in the schools in her state. Now is our program for public libraries only and that we can partner with the schools, or if there is not a program in a public library readily accessible then can schools use our materials? **Drevo**- she believes that the bylaws changed and only public libraries could use materials, but then recalled that Missouri does this still. **SP**- what is the difference if the state purchases them for school libraries? It should be up to the state. **Sherif**- it was a bigger issue when we had the older voting system at annual and but now that we have a level playing field it shouldn't matter. **Drevo**- dues are paid through public libraries. **Sherif**- it's a good thing if we are reaching more children. **Drevo**- is concerned that schools might start programs earlier than public libraries and this could cause competition. **KY**- Can we have a place on the order form for schools? **Snyder**- she will continue to partner with schools that function as defunct public library. **Day**- Can we discuss this in Whys for the Wise? **Drevo**- Can we change our bylaws to reflect our current thoughts that this is permissible if a school library is function in lieu of a public library. **JT**- agrees w/ **KB** that the paperwork will be overwhelming if we have to have a partnership paper on each library and school partnership individually. **Drevo**- what about states that pay for school libraries and then there are budget cuts? **JT**- our issues are public libraries, APO's, etc. If there is a state like Missouri that can still afford that, then it is permissible but each case needs to look at this on a state basis. **KB**- we were talking about two issues here. **JT**- we were, if a state can afford to pay for the schools then the state can do this. **Drevo**- if there is a school that wants the manual and doesn't want to pay then they need to partner with the library. **MS**- some states work closely between the state library and the department of education. **KB**- if schools have the manuals then they have the DVD, so there is no reason to partner. **Day**- maybe language should be "collaboration with schools" instead of partnering. **JT**- thinks of this as "why aren't we partnering with the schools" and that it will be impossible to get them (schools) to sign the paperwork. **KB**- will send her NYS website school/collaboration info to the BOD. **JT**- likes her website and would like it sent out to BOD. **Sherif**- suggests **KB** sends it all state reps too.

MS- had a request from a library friends group who would like to sell t-shirts for over the Highsmith catalog price. Shirts will be marked with HS price and then also a donation price. BOD suggests that Drevo contact Melissa to see if it is permissible to allow a Friends groups to do this as a charitable donation. **SP** thinks this is a great way to do this using charitable donation

verbiage. The donation would have to go specifically back to SRP's. **Drevo** will check with HS and lawyer. **JT**- if this is allowable, then this word needs to go out the state reps so friends groups can begin raising \$\$\$ in their states. **Drevo**- what if there isn't a friends group and only just a foundation group? **JT**- This should be included in the questions. **JT**- This would be a win-win situation for all. Do any libraries charge for any summer programs? BOD consensus is no.

10. Nominating Committee- **JT** asked Cathy Howser to be nomination chair. **JT** asked **Day** to check on when each chair's term expires and exactly how long people's terms run. Only position we are looking for is president elect. **JT** asks if everyone wants to remain on chairing their committee then contact **JT**. If someone wants to step down or if you are going to step down then begin to groom a replacement and find someone from your committee. If you want to continue notify **JT** by 12/1.

12. ASA Updates- **Day**- LLW and Dan have made remarkable headways with the site. All committee changes can now be done by Day instantly. 8 state reps have changed since conference. Day says that we have talked about dissolving the general CSLP list serves and we will talk to LLW about moving all conversation over to the website forum. If you send out an email and don't see it show up in your mailbox, please let Day know. CD orders are coming into the ASA office now for those who don't want to use DVDS. Manuals and DVDs were all shipped and for the most part there weren't any issues. Mariana Islands and American Samoa are on board. Recently American Samoa had the earthquake and tsunami and the Red Cross checked and they are alright and their library is fine too. They are looking forward to being a part of our program. BOD is very appreciative of Day making this effort. Reminders for chairs: if you want to have a meeting or conference call let Day know to set up survey and conference call. If your phone cards are low or you do not have one please let Day know. Day also mentioned the reasons for having phone cards is that individual libraries and BOD shouldn't have to shoulder the cost. The Hilton Garden Inn in Scottsdale, AZ has been set up for 2011. The dates are April 6-April 8th, travel date is the 5th. **JT**- anyone who questions why they have to pay additionally for CDS needs to understand that DVDS were provided. We will also not be raising the costs of the manuals.

13. 2010 Conference Update-MS- Our hotel was just rated in top 10 in country. History museum on Thursday night for dinner, gift shop will stay open for us. Meals will be especially good. Glass museum is a must see says Sherif. Called the Hotel Murano after the Italian glasswork from Italy. Each floor highlights a different artist that works in this medium.

11. Update on public service announcements- KB- we had a few glitches with our list serve. Jeff Hamelin the kid's animator said he spoke to the company that does the duplication and they can handle the duplication ration unlike last year. Master copy will be in digi beta format and we will have final control of the end product. The video PSA's went under budget, by over \$8,000; we have \$5,000 left over in our budget. **KB** would like to use some of the money for a teen radio spot. We are going to get the audio lifted right off the kid's PSA and would like to pay to have someone create one in English and in Spanish to make one for teens. **RP**- Are you talking about kids, teens and adults? **Drevo**- 30 second PSA will that leave time for a tagline? **KB**- the kids is 25 seconds and 5 seconds can be used to tag it on a radio. The teens can be whatever we want and include the tagline. It doesn't have to be done like a jingle either. Or maybe it should be a jingle. Keep 5 seconds for tag. **RP**- so the children's PSA audio will be lifted off the film? **KB**- Teen doesn't have this ability; videos might work but not the audio. Teen is the most important thing right now since we don't have anything for them. **JT**- Do you need an intro script for PSAs? **KB**- No. **JT**- You need an opening, introductory script. **JT**- Can't we write the introduction ourselves? **KB**- lets distinguish between PSA and radio spot. **KB-JT-AS**- RP big discussion on translations in a variety of languages and how many languages do we want to use. **BOD** agrees English and Spanish is sufficient. **JT**- we can do this for \$5,000?

Early Literacy- **AB**- only issues right now are with Patti's contract and how we are going to handle that. **JT**- this year and next year the program will be available on website; it is not a separate manual yet. Patti has the contract w/ HS and things are already in the manual so everything new will be supplemental to what Patti has done. **JT**- so right now this is will be all on the website. Patti replied to an email saying that resources on the web will work. If and when we decide to add to the manual for early literacy chapter (s) then an RFP will go out and a new contract will need to be negotiated w/ Patti and Highsmith. **SP**- will this be done as a PDF on website so you can select the pages you want? **JT**- This can also be done in sections, like chapters, but again on the website. **JT**- Michelle Willis is very excited and ready to take on this challenge. **AS**- Anyone who would like to help Michelle and I with this project please let us know.

14. Adult Survey Results-**MS**- Program overall was a success. Statistical data and results and commentary were sent in a separate email

15. New Business- **JT**- any new business? None

16. Committee Reports- Sent individually to the BOD

Next conferences 1/11/ 2010 and 3/1/ 2010