



Collaborative Summer Library Program

Board of Directors Meeting

January 7, 2014

12:00 p.m. CST Conference Call

1. Call to order –Jasmine Rockwell
 - Rockwell called the meeting to order at 12:07 p.m. CST.
2. Roll Call – Karen Day
 - Present: Rockwell, Yother, Lyons, Buntin, Carlson, Rafferty, Johnson, Black, Johnston, Donovan, Day, Wilkerson. Not present: Willis, Santos, Langley, Special
3. Approval of Agenda – Jasmine Rockwell
 - Yother moved to accept the agenda, second by Buntin. Motion carried.
4. Secretary's report
 - a. Board minutes from Face-to-Face meeting: October 7-10, 2013
 - Will have them soon. If you need a particular part in advance, please let Lyons know.
 - b. Board minutes from November 19, 2013
 - Lyons sent out a set as did Donovan (filling in for the Secretary at the last meeting.) Lyons will merge the two and if any board members have changes, please send to Lyons. Day will send out a doodle poll to vote.
5. Financial Reports and Budget Committee Report – Kathy Buntin
 - Please see Buntin's report for details. The budget and finance committee held a meeting recently.
 - a. Profit & Loss Budget vs Actual
 - In the line #6416 external support and #6441 website that were red (unapproved) have been approved by committee. Also there was an item in income #4270 for window clings.
 - Buntin is still concerned over the number of unplanned expenses (or income items.) Would like to work toward having everything budgeted with few unreported expenses.
 - Manual income is still a little less.
 - The numbering system should be helpful for everyone as it does help identify when items are in the wrong place.
 - b. Balance Sheet
 - The balance sheet looks good. The organization is doing well. We have our investments. We do not have any outstanding loans.

- Board member budgets are due the end of the month. There was a question from Wilkerson about her budget. For most of the Board, there are items in the budget that reflect money for their area even if they don't specifically make this request. For Wilkerson/ROU, the lawyer fees are her "area" however they are budgeted already on behalf of her committee. Most everyone has something tied to a piece of the budget. Some may be more directly stated than others.
- Kathy will be adjusting the fees for manuals, the expenses for Reingold Link and eventually the Executive Director. Since that is for a two-year budget period, Rockwell and Buntin will work together on that specific item.

6. Trademark issue – Sandy Wilkerson / Betsy Johnson

- To bring keep everyone updated about the trademark discussion, the committee members and librarians polled said that you don't really notice the TM. Most comments positive, not a distraction. Most people want it on everything we produce. Wilkerson's responses were similar; however, she also was concerned about the art being easy to use. She didn't want it to be so difficult with whatever we put on the website that people who want to use it may have barriers. Yother as past vendor chair agreed that having our items with the TM could assist with general business queries.
- The Board agreed that we should use the TM items on our site—especially the slogan and the various individual art pieces. We are interested specifically in the colored art and items created for us instead of the black and white clip art extras.
- Wilkerson spoke to Lydie about doing a search for the 2015 slogans in preparation. A quick search seems that we are good for now for our 2014 slogans. We will plan to have Lydie conduct future searches for slogans however we also need to let the membership know that some of the searches could be lengthy or costly. This is in response to the discussion last year about voting on slogans that were already trademarked. We will try to find a balance of what we are able to do in advance to assure that we will protect our own work while being mindful of time and cost. Johnson asked if we are using trademark or copyright and Lydie can advise us. Both will fit our work without compromising the art or text. We want to be proactive.
- Manual chairs reminded Wilkerson how many slogans get voted on so that she can be aware of the amount for work and cost. It seems that there could be as many as 15-20 down to 10. Committee chairs will meet via conference call to be sure they are all doing the same process. Karen will set up a doodle poll and they can provide the information back to Wilkerson.
- Johnson has received information from a company that purchased the domain name www.fizzboomread.net. Her question was whether we should be concerned about these. We want to protect when it is infringing as opposed to irritating. We can look up domain ownership on whois.com but we cannot purchase every domain option for all our slogans.
- Discussion about what takes away from items sold by Upstart (our revenue), what is competing business versus small performers using the same slogan. Do individual performers help to reinforce a national theme? Some people get excited to see it all connected.
- Can we charge people to use our IP? It's not likely but we can always ask the lawyers as it is a fine line. We should provide information to the state reps that send to their performers—some kind of general statement about use of slogan, not directly affiliated disclaimer, performances with the

theme are ok but selling items is not acceptable. Wilkerson and Rockwell will work with the lawyers on this particular item.

7. Partnership update – Karen Yother

- Last meeting, Yother updated the group about the partnerships already in motion or discussion including Lunar and Planetary Institute, National Park Service and Bedtime Math. She will follow up with Exist Publishing and also Movie licensing USA. They contacted her about putting out an ad but it would have been for January. Many libraries have a license so she will work with them to see what the benefits will be to all our libraries. She has a call scheduled.
- Yother will send out information to state reps which outline all the partnership benefits. For example, there are free junior paleontology badges and coloring books from the National Park Service. She will outline these so that reps can share with their librarians and we are working to promote each other as partners.

8. Executive Director update – Jasmine Rockwell

- Rockwell has been continuing to ask for input for who will be on the committee. There have been more state reps volunteering themselves than recommending others. She has an email to go out today to ask for final recommendations.
- Thanks to the Board for providing input as to what they think is most important (“superhero list.”)
- Rockwell will work with Buntin on budgeting for funding in the two-year budget cycle for the Executive Director position.

9. Reingold LINK update – Jasmine Rockwell

- Rockwell, Yother and Day met with Michael, Zack and an intern from Reingold Link back in December. They were sent a list of questions and then met on a conference call. One example of a question was “how do you measure success.” The call was also about how to move forward with the process. This was just the mini/starter discussion. They provided a summary of responses and Rockwell was impressed with how they were able to understand the organization.
- They will join us in Biloxi. We’ll meet as a Board on Monday morning at 9:00 a.m. and they will stay through the meeting, presenting on the last day to the group. They will meet with us again as a Board. State reps need to be included and need to plan to stay the whole time. They will also present information about how to move forward and where people will be able to provide input.

10. Office Updates – Karen Day

a. Annual Meeting

- Day has sent the information to Dan but it is not quite ready yet. There is some tweaking to do.
- The Board should plan to meet with Reingold Link on April 7th at 9am. Travel will need to be done the day before. The Board will meet again after lunch.
- Day sent an email that had three documents. Board members can use those to register. Board members will make their own reservations for the hotel and transportation. Please do not wait too long. The airport is not large and waiting can be costly. The airport is about 20 minutes from the meeting site. Please do not plan to leave before 8pm on

Thursday night (10th) because it's likely the Board meeting will not wrap up until at least 6:30 p.m.

- There was a question about the off-site activity night. The planning group has not decided on the activity yet but it's likely you can either choose to attend or be on your own. The voucher situation is too complicated to implement at the present time.
- For those running for Board positions who are not the state rep, we will provide them the same courtesy as the rep in order to have them be able to come and participate. It's important to have them present for discussions and voting and visible to the group. This was reasonable from the Board's perspective.
- Ann Hoey is the chair of the nominating committee. They have been working hard to set up true elections as we have been the goal for several years. Many of the offices will be contested. They will finalize the slate and send it out after March 3rd. There was a question about the wording of Ann's email. It said "At this time, we have three positions in which the incumbent has decided not to run again or has decided to step down. For each of these three positions, we have only one candidate who has agreed to run. Because the CSLP Board would like to have contested races for all open positions, we ask that you consider nominating librarians to run for the following: Vice President, Treasurer/Budget & Finance Chair, and Early Literacy Chair." While this was confusing in the end it was decided that it's better not to make it any murkier with "clarification" but let the committee finish its work. They will not need to try as hard to find multiple people if there are open positions.
- If there are members who wish to run for an office but also be eligible for their own if they should not be elected, the procedure will be called "top voting" and it will take place with separate ballots. Melissa is advising Day on the procedures for the elections.
- Day will add all Executive Board members to the State Rep email list.
- There was discussion about the need to look into the length of terms. Right now manual chairs serve one year terms and can be reelected for up to 4 terms. The Secretary is a two year term and can serve two terms. The challenge comes in the training of chairs and a year isn't enough time to become truly competent in a position. This may be revised at a later time along with all the procedures. We are not encouraging high board turnover, rather we are encouraging members to become active and run for offices as to not have it appear as the Board is closed or handpicked.
- Please mark your calendar for the next meeting, by conference call on March 4th at 12:00 noon CST.

Rafferty moves to adjourn. Second by Buntin. Motion carried.