



## Collaborative Summer Library Program

### Board of Directors Meeting

March 4, 2014

12:00 p.m. CST Conference Call

1. Call to order –Jasmine Rockwell
  - Rockwell called the meeting to order at 12:05 p.m. CST.
2. Roll Call – Karen Day
  - Present: Rockwell, Yother, Lyons, Buntin, Carlson, Rafferty, Johnson, Langley, Black, Johnston, Special, Donovan, Day, Wilkerson, Willis. Not present: Santos
3. Approval of Agenda – Jasmine Rockwell
  - There was an addition by Buntin to add item “d” to the treasurer’s report with the topic of CDs. Rafferty moved to accept the amended agenda, second by Willis. Motion carried.
4. Secretary’s report
  - a. Board minutes from Face-to-Face meeting: October 7-10, 2013
    - i. There was one change and they were sent out with that change for review. Rafferty moved to accept the minutes, second by Johnston. Motion carried.
  - b. Board minutes from January 7, 2014
    - i. Lyons sent out the minutes. There were no additional changes. Rafferty moved to accept the minutes with a second by Willis. Motion carried.
5. Financial Reports and Budget Committee Report – Kathy Buntin
  - a. Profit & Loss Budget vs Actual
    - i. Doing well overall. The issue with dues is that our projections are a little lower. Buntin will take the lower number of partial states into account during budgeting time.
    - ii. The Budget & Finance committee met and approved the use of prepaying for airline flights for members states requesting hardship assistance.
    - iii. There were some additions or changes: 6223 Reingold Link for consulting fees, 6315 was the promotional items (window clings), 6311—made a payment on the PSA and hope to finish paying that soon. 6423 is the line for event insurance and we will take care of that shortly. 6434 is interest on the loan that we paid. A question was raised about 6500 bad debt—those reflect the loss of dues of California and Virginia.
    - iv. There was some comment that the Department of Defense will no longer be paying for summer reading program items. It was even limited this year. These changes may be an opportunity for us to seek additional revenue. For some state reps, this may also affect their state budgets.

b. Balance Sheet

- i. The balance sheet looks good. We have money to do what we need to do. There is nothing to talk about specifically at this time.

c. 2014-2015 Budget progress report

- i. Scheduling a Budget and Finance committee meeting –the discussion will be about the budget and likely take place on the 17<sup>th</sup> or 18<sup>th</sup>.
- ii. They did approve some requests for travel so Hawaii will be coming along with Mariana Islands and one of the Federated States of Micronesia. There are still two potential others (American Samoa and the Cayman Islands) and which Karen is still in discussion with them.

d. CDs

- i. Buntin discovered that there was a CD that had matured and the bank rolled it over at the current rate (.5%). This is standard bank practice however we preferred to make that decision ourselves. Since then, Day contacted the banker see about making a change in the rate as they are offering a “special rate” of 1.5%. Buntin is willing to move our investments elsewhere if we don’t get something a little more competitive; however, she also noted that the average price for CDs (earned) is still low--1.3-1.5%. There should be more resolution on this soon. Also there is hope that the CD rates will also rise over time as the economy improves.

6. Website – Elaine Black

a. Purchase of cslp.org domain name

- i. Dan was contacted by someone that we do not know offering us the chance to purchase cslp.org. As he was not interested, he forwarded it to us. Black and Rockwell investigated and Rockwell’s IT Director at the SD State Library provided information about the site and our ability to purchase.
- ii. If we decide we want to purchase this, we would go through a company like networksolutions.com or other reputable source. We do not know a cost. It may also be something we may not want to consider at this time because of our new relationship with Reingold Link and communication/web plans they have. Rockwell should continue to pursue with SDSL webmaster because it was recommended by Reingold to plan to purchase the domain name even as a re-direct to whatever our website will be in the future.
- iii. We are at the juncture where Dan will need to be notified of our desire to pay out our contract with him as we transition to Reingold Link. The lawyer will be handling that but we do expect a fairly smooth transition since we are paying out the contract in full.

7. Public Relations & Marketing – Charlotte Johnston

a. TVC

- i. There are 27 states participating. Black also let Dan know they need to be on the site live by April 1<sup>st</sup> so they are working correctly so we can show them in Mississippi.

b. Children's PSA

- i. The PSA is finished. It is being close-captioned. The Spanish will also go to Special today to review with her committee for final approval.
- ii. It is also the recommendation of the committee that this should be the last year we offer older technology such as VHS and VHS loop. They are expensive and few if any still use them.

c. Social Media / Reingold

- i. Johnston was put in touch with Zachary at Reingold Link who put together a chart for managing of the Facebook page. We want to grow activity and they have suggestions on how to do that. One easy way is for us to "like" and share the CSLP posts.

d. VOYA article

- i. Johnston will get detailed information from Beth Crist in Colorado.
- ii. Another note by Rockwell was on an article in School Library Journal about summer reading (5 pages) which included quotes from Rockwell, Grace Greene and others.

e. PR & Marketing survey update

- i. Johnston realized the survey was on paper and a bit difficult to read. She's been typing and reformatting it to be able to share very soon.

8. Reingold update – Jasmine Rockwell

a. Braintrust questions

- i. Rockwell sent out information from Reingold to the board. Please take time to review and be ready to discuss with them at the board meeting on Monday morning of annual meeting.
- ii. The Board will also be working with RL on the Long Range plan so we will be prepared to let the membership know that the timeline and scope has changed. We will use it as a framework but we are not continuing the work as it because we want to incorporate the work that Reingold is doing as well as the move to hire an Executive Director. It was also pointed out to be sure that Reingold is aware of all our social media, such as Pinterest.

b. FAQ document/questions

- i. Reingold is also interested in developing a FAQ...questions that state reps or board members routinely receive. Special initially volunteered to create a document but it was decided that everyone can simply mail in their information to Rockwell. Please provide by the 14<sup>th</sup>.

9. Fonts on the Website – Betsy Johnston

- Johnson indicated that we often receive requests for the art or manual fonts so libraries can match their promotional pieces. However, it was noted that the current font is New Baskerville which is now a font for purchase. There was discussion about our purchasing the font and its use. It was determined that we can let people know what the font is and members can use their discretion if they want to purchase and use. It was noted many of the fonts in the art are hand

crafted and do not have a standard match. However CSLP doesn't have the right to give people access to fonts for purchase.

#### 10. Adult Summer Reading program forum – Lisa Donovan

- a. Request from Janet Ingraham Dwyer
  - i. Dwyer requested a forum just for adult summer reading program users. It could be a wiki or a place for group discussion. The current YSCON list doesn't really address the adult side.
  - ii. Because of the past limited success with wikis and forums, it was suggested that something like the Facebook page discussion group could be more effective. Each group could develop its own. It will also drive more people to see and use the FB page.
  - iii. There was an additional question about committee members. Langley reminded the group that while members are typically added after June 1, it is up to the discretion of the chair per the handbook.

#### 11. Annual Meeting

- a. Vote procedure – Jasmine Rockwell
  - i. Rockwell sent this information last Friday. The last day of the meeting will be the votes, starting with the executive officers. Rockwell read aloud the policy written by our attorney which detailed the rest of the voting procedure including if someone is running for more than one office.
  - ii. It was agreed this will go into the orientation handbook and organizational handbook. There was discussion that the Manual Chair terms should change to two terms for two years instead of single year terms for no more than four years. Rafferty moved to accept the recommendation. Willis second. Motion carried. All will be placed in the handbook.
  - iii. Day reported that she is expecting a report from the Chair of the Nominating Committee, Ann Hoey (NH) which will be passed along to the board.
- b. Committee meetings
  - i. Need agenda's for each committee meeting
    - 1. Please provide as soon as possible to Karen Day.
    - 2. Vendor doesn't have a separate meeting but is part of the "vendor day."
    - 3. Youth and Early Literacy will be together, but won't have something to pass out because everyone will already have the handout of the narrowed down slogans from the packet.
  - ii. Written Report date to submit – March 18, 2014
    - 1. Please provide to Day without delay.
  - iii. Ribbons for committee members

1. Yes we will be giving these out.

12. Partnership update – Karen Yother

- Bedtime Math is sending materials for PLA. National Geographic has something to stamp at their booth and CSLP booth to be entered into a drawing for a science prize pack at PLA. Working on Movie Licensing USA – expecting a proposal that outlines the current and potential benefits. National Park Service has items but still trying to understand the size and scope of what we do in order to be able to accommodate. Rockwell noted they are also looking for ways to increase funds to be able to distribute more.
- The Exist Publishing (E-book) coupons are ready. Johnston pointed out that ebooks and Exist were listed separately in the “braintrust” document. Yother is also working on Steve Spangler Science. Lastly, Holly Henley from Arizona and the project partner Kerris will be in Biloxi to discuss and demonstrate the reading adventure online tool they are creating.
- The Reingold Link braintrust report also includes current and past partners
- Just a note: National Park Service looking for additional ways to raise funds to be able to distribute materials in greater quantity.
- How we promote our partners via web, catalog etc. is a discussion we have to have with Upstart. Johnson will add to agenda for Thursday’s vendor call.

13. Long Range Plan – Jasmine Rockwell

- The discussion about the long range plan was discussed previously in the agenda as it also ties into the work of Reingold Link.

14. Evanced proposal – Jasmine Rockwell

- The Evanced proposal was called “SR—ReadIt” proposal and was sent out by Karen Yother on behalf of Rockwell on February 21<sup>st</sup>.
- The group spent a good amount of discussion time focused on a few key issues:
  - i. There was pressure from Evanced for a quick response from us in Madison, what changed? The understanding is priorities may have shifted.
  - ii. They are demo-ing Wandoo Planet at PLA. They are interested in the robot for 2014 but there is nothing specific for 2015.
  - iii. If the game is free, what is the difference to those who are members versus non-members. What is the benefit to our members?
  - iv. If the interest is to continue to license the artwork and sell to our members, we already have a contract with Upstart for 10%. It seems smart to keep consistent with this measure. How does this relate to the contract we have with Demco, the parent company.
  - v. Also of concern is the IReads/Evanced partnership that is already established.

- vi. Interest from the Board was noted about being sure to ask about how this affects our brand (i.e. talk w/RL) as well as create a contract from the lawyers. The contract would not need to be as lengthy or detailed as the vendor RFP.
- vii. We are also concerned about our partnerships and the fact that that nonprofit and for profit partners are defined differently. What about future contracts, do they all have to be exclusive?

15. Next Board meeting – April 7, 2014:

- a. 9:00 – 12:00 Board meeting with Reingold – Ballroom E & F
  - i. All board members have reservations for Biloxi coming on the 6<sup>th</sup> except one (Black) first thing on the April 7<sup>th</sup>. We will meet with Reingold then.
- b. 12:00 – 1:00 Lunch with Reingold
- c. 1:00 – 5:00 CSLP Board of Directors meeting– Ballroom E & F
  - i. Reingold may sit in on this meeting or they might not.
  - ii. This will follow with a dinner break before the Orientation.
  - iii. Please send agenda items for the meeting as soon as possible. We will add items for follow up from today's discussion.
- d. 7:00 – 8:30 Orientation for new attendees and new State Representatives – Ballroom E & F –need all board members present

16. Follow-up board meeting – April 10, 2014

- a. 5:00 – 6:30 p.m. – Ballroom F & G - To be attended by outgoing and incoming Board members / appetizers will be provided
  - i. This meeting will focus on what happened at the meetings we just had.

At 3:14 p.m., Rafferty moved to adjourn the meeting. Second by Willis. Motion carried.