

CSLP Board Meeting April 9, 2012

Hershey PA

1. Call to Order – Rhonda Gould, President
 - The meeting was called to order by Santos at 7:39 p.m.
2. Approval of Agenda
 - The agenda was accepted by consensus vote.
3. Minutes of the March 5, 2012 conference call meeting – Denise Lyons (e-mailed)
 - Lyons sent out the minutes last week, implementing the changes from two people. Santos called for other additions or corrections.
 - On page 8 Third bullet—Drevo noted that the word should be closed not close.
 - On page 10, towards middle of the paragraph, Drevo noted there was a part of the sentence left unfinished. Lyons noted it had been corrected.
 - Shinnars asked if the minutes need to be that detailed if we have a recording. It was indicated that Gould requested more detail in the minutes. Others indicated that this much detail may not be needed. Lyons asked if there was a more efficient way to take the minutes so that everyone would get what they needed but without such great detail that takes so long to transcribe. Santos indicated that no decision needs to be made this evening but that she would be fine with highlights. Bullet points are acceptable and action points should be flagged. Peoples names should be noted where follow up is necessary.
 - Drevo motioned to accept the minutes as amended, Shinnars seconded. Motion carried.
4. Financial – Susan Pannebaker
 - Approve 2012-2013 budget: Pannebaker noted the budget remains the same. The only line item where we are over budget is the Intellectual Property fees, which was expected for the work we are doing. Pannebaker said that she felt this work to be reasonable and profession to which the group agreed.
 - Balsen said the PSA is projected to be under budget so the money it is under budget may be similar to the amount the line item above is over budget.
 - For 2012-13, there was concern about the shipping costs. The 2013 shipping cost will be absorbed into this budget. It will show a negative balance because of shipping because of the timing.
 - However, we will be paying for 50% of the shipping costs this fiscal year and then no part of shipping after that. The full amount of shipping costs will be charged to purchasers in the 2014 budget. Special requested that Gould send something out to the libraries so we have a consistent message. Sherif asked if the membership knows about paying for half shipping? She suggested that we contact state reps to make an announcement. Balsen suggested we notify reps of any significant changes after the Annual Meeting.
 - It was noted that the Diversity Committee will not be using their \$5000, so the budget doesn't yet reflect the amount. As noted above PSA costs will be less.
 - Also this year, Texas is using both programs so most of Texas is not using CSLP which will likely escalate costs.
 - Pannebaker noted the budget will reflect the \$5000 reallocation from the Diversity committee. Greene motioned to accept the budget. Wilson seconded. The motion carried.

5. One Slogan Survey – Jasmine Rockwell

- Rockwell provided the Board with a detailed copy of the survey and the librarians/staff comments. Of 16,032 represented, only 20% responded. Eight member states had less than 10 responses.
- There was an overwhelming preference from those who responded to go to one slogan. For those who did not respond, they have no ownership.
- Some of the comments included picking something appealing for all, deciding whether to provide different artwork. There were 49 1/3 pages of comments that Rockwell compiled. If anyone would like their state's responses, Rockwell will share.
- Rockwell's presentation tomorrow will include a summary of the responses, a powerpoint with pie charts and reasons. She is not including anything duplicative or not concrete.
- Balsen said she thought that separate art was a given. Rockwell said not necessarily but would be a vote. A few asked what the reasoning behind going to one slogan included and what is considered a good percentage response.
- Rockwell felt the response rate was not enough of a representation. Others thought the rate was adequate.
- Greene suggested that in her state, most like one slogan because it is easier for promotion and implantation to have just one slogan. There was concern that the art did could not represent all ages and there would need to be separate art and products. Some suggested that the Early Lit and Children have the same and adult/teen be the same. Drevo suggested the time frame for programs at different levels is different.
- Other suggestions: common theme but change tag line. Offer a poster with all four pieces of art with one slogan or all four on one poster. There were some suggestions about ideas for artwork and items. Seems to be an ongoing issue. Gould noted we need to be different than the Ireads program which has one slogan. Others suggested that those who have a committee provide a recommendation. Also be sure we are moving forward with the right time frame. Some of these concepts
- Yother asked where this leaves us for a decision. It was suggested that maybe Highsmith could be part of the solution regarding the items. Gould will discuss with Matt to find out about their sales expertise and ask for advice about cost and what's available.
- Rockwell said that she would move ahead with the survey for patrons (what do the patrons thing?) Special asked what would be beneficial about patron survey? There was discussion that some committees are still new (Adult, Early Literacy) and haven't had time to develop. There should still be options. Rockwell said if the patrons don't fill out then they don't care. Drevo asked if they don't fill out, will it change what information we've seen so far?
- There was an additional discussion that we asked the members for input and they gave it but because it differs from what the Board thinks, are we discounting this input? If 75% want one slogan, that seems clear. Others felt that maybe the survey was not enough of a representative sample.
- We will discuss again on Wednesday at the meeting. Must present to general membership. Gould suggested we entertain a compromise and some creative solutions.

6. Membership Agreement – Karen Drevo

- There was a statement provided in Drevo's report that warrants discussion. Attorneys suggested we don't need two statements regarding use of images or manual/DVD. The idea is that members would see the statement the next first time they log in and would accept the Rules of Use to use the website. They would not be reviewing each year and signing in. Gould asked if everyone was comfortable voting on the statement that was sent out last week. Maybe need to review again before voting.
- Regarding copyright registration: Hudson indicated that she felt that what we have in place covers our needs for the moment. If there became a time that it would be to our benefit to

register it then we could do it at that time. Our track record indicates that it is not something that would have to be done now, and that would save us those costs now. She would be willing to train Karen Day in how to register the copyright so we could do it on our own in future years, if we decide that is the direction we want to go.

- Drevo requested input from committee for any copyright/IP/Rules of use questions for Hudson's presentation at the General Meeting. Any FAQs should be submitted to Drevo by 8am Thursday morning. If we can't get them all done on Thursday, we'll answer them individually.
- Special commented that the ROU were very clear. Drevo will continue to tweak the web page and ROU.

7. Membership Orientation – Julie Tomlianovich

- Tomlianovich is not attending. Greene will coordinate Membership Orientation. The meeting is the in Castilian Room. All Board Members should plan on attending.

8. Membership – Grace Greene

a. Membership inquiries

- Proceed with the same procedure. Membership is provisional for one year. Then become non-voting member.

b. Policy approvals (see Handout)

- Proposed: How a committee becomes a standing committee. Do not have to vote because it's in the handbook. Greene will revisit the handbook and make sure all is clarified and consistent.
- Motion by Pannebaker, second by Willis. We will pay for one per board member CSLP. See the wording on the sheets handed out and proposed at the meeting. Motion carried.
- Head of Nominating Committee needs to be formalized. Sherif indicated that it came because the Past President was the parliamentarian. Does it still require a vote? Gould said the President will appoint.
- Board of Directors communications procedures. Special asked if we need to vote because it's in the handbook not a policy. Greene can put it there but also needs to be detailed about how it all happens.

9. Early Literacy would be a standing committee - Rhonda ??? Grace

- Greene brought to Board's attention that there was not a formal vote in the minutes so we need to formalize making the Early Literacy Ad Hoc Committee a standing committee. Special moved to formalize the Early Literacy Committee as a standing committee. Second by Sherif. Motion carried.

10. Department of Defense update—Rhonda

- Gould has not met with the DOD contact/Navy but has an appointment. She will meet with the contacts during Federal Legislative Day in DC.
- Others may join (Pannebaker, Santos). Gould indicated that this may be a Navy contact but she may also have some influence over all the Armed Services for their reading programs.

11. Diversity Committee [alternative formats and availability] - Lori Special

- Special asked about formats and whether this is a regional/state issue. How much is needed in Braille?
- Should indicate we direct people to a different place...“if you need adaptive...”
- Balsen asked about the bibliography. Should check with NLS about talking books availability. Make sure in print. Would it be hard to check NLS catalog?
- Pannebaker suggested that we tell NLS about our themes to make sure that audio/Braille are options for the children’s books. Sherif noted they have a meeting (annual or biannual) and it’s Rhode Island next month. Suggested we send a letter with our themes and manuals for 2013. Special will help create a list. Gould will send a letter to NLS.
- Some state agencies have TBS in their agencies (i.e. SC does. Has a recording book. NC knows etc.) Sherif suggested a partnership follow up. Balsen suggested we be more visible. Gould will follow up with email to state reps and their connection with their state libraries/NLS.

12. Vendor committee – Karen Yother

a. Incentives (books and trinkets) where do we want to go?

- Yother distributed the sheets showing all the sales to the membership. Please refer to the sheets for details. There is a 2009-12 comparison.
- Need to think about what exactly we want to focus on and what our members want. Put in writing to Yother.

b. Sales- As of March 1, 2012 sales are down. How do we want to proceed?

- Overall \$475,000 down in sales. There are several concerns:
 - Items out of stock, and out of stock early (supply issues)
 - Custom orders being refused: example is 90,000 backpacks from Idaho. If business is refused then we also lose the royalties when a secondary vendor is used.
 - Need to be sure about our contract and what may be considered breach of contract. What is considered major or minor issues with the vendor so we can address.
 - Concern about service. People will go elsewhere if not happy. Board should set the direction, especially consider a preferred secondary vendor. We may be able to pursue a contract with another vendor as a secondary vendor and receive some kind of incentive for us.
 - Questions about the shipping issues specifically will there be a code for the discounted shipping rate?
 - Yother asked for feedback/complaints in writing to address with the Vendor as we will be negotiating the contract in 2014. We are a business asset and our Vendor needs to realize.
 - Discussion about fonts. Making them most accessible but cannot be put on DVD because of copyright issues.
 - Book partnership did not work well. Lengthy discussion regarding choice of materials. Only sold 44,000 books which is adequate but should be more if the product and choice is better. Yother pursuing other vendors for books.

c. Vendor committee

- i. Art criticism from committee members
- ii. Is the committee too large?

- Lengthy discussion this year specifically regarding Teen Art. It was not terribly productive.
- Note to chairs regarding committee members. If members are repeatedly obstructionist, remove them from the committee after discussion with president, vice president.

d. Attendance at conferences (specifically PLA)

- i. We do want to continue to have a presence at Conferences. Pennsylvania will have a booth at PLA. Pannebaker will be there and willing to having CSLP related information.

12. Annual meeting update - Karen Day

- Day requested the Board members needs for presentations. Please bring presentations on USB drive.
- Ribbons will be provided for Board members and first time attendees.
- Travel vouchers will be provided. Breakfast is on the Mezzanine. Please sit with your Mentee if you were assigned one.
- For Wifi, there are 30 spots for the guest codes.
- Sign up sheets for committees will be available.
- Do we need to specify "doodle" as the method of scheduling? If we use a different method at some point we will have to change the bylaws again.

13. DTA Contract

- Sherif provided the feedback from the survey of Day Time Associates.
- There needs to be a vote on the contract to extend for two years. Any negotiation for salary increases will be considered annually. Motion by Drevo, second by Santos. Motion carried.
- There was a notation about a 2-5% raise. The contract is \$76,200 with 5% is \$80,010 which includes all expenses, bookkeeper and space. [DTA will go back to the 5% increase for this year and 5% increase for next year.] Greene motioned to provide DTA with a 5 % increase. Second by Sherif. Motion carried.