

Collaborative Summer Library Program Board of Director's Teleconference Meeting

Monday, March 1, 2010 1:00 CST

Present: Julie Tomlianovich (KS), Allison Santos (NJ) Karen Day (ASA), Laura Lee Wilson (OH), Grace Greene (VT), Martha Shinnors (WA), Jasmine Rockwell (SD) Karen Drevo (NE), Karen Yother (ID) Susan Pannebaker (PA), Rhonda Puntney (WI), Karen Balsen (NY), Sue Sherif (AK), Sally Snyder (NE)

Karen Balsen can only stay for two hours, Karen Yother needs to leave early also, and Sally Snyder will be late.

JT: Call to order 1:05 pm

2. Approval of minutes for January 11, 2010 Motion to accept, **KY, MS** seconds, BOD approves

3. Approval of Annual Conference minutes from Omaha, NE. **JT-** Does anyone have any questions of changes? **JR** makes motions, **GG** seconds, BOD approves. **LLW** will all minutes live on website. Karen Day will notify state reps that these minutes are live on the website for review prior to conference.

4. Rules of Use: **Drevo-**Trademark issue is going through. We should be billed by the attorney for the work. ASA office has received a bill for ROU legal work. Since last meeting a mini meeting was held about 501C3 sale of items to libraries and friend's groups to re-sell for additional profit. Drevo sent along a ROU document that needs review. She would like to put together a new document for us pertaining to the adult program and libraries who would like to use the adult program at other times of the year other than summer. Drevo will also make a formal statement for ROU that if a library is partnering with a school they will NOT need to have an agreement signed. Sherif will be able to work on this after March 15. Intro to ROU has been written to be short and as clear as possible. **GG-** First sentence seems a little awkward, can it be re-written? **Drevo-** Yes. **Balsen-** Second paragraph seems like too much information. **Drevo-** Did you see the second revised edition? **Day-** Can we just omit the dollar amount? **Balsen-** Would like to see that whole paragraph revamped. Feels there is too much information. **MS-** Likes the whole paragraph and thinks it lends transparency to everything. **GG-** Let's remove the dollar amounts. **Drevo-** Will revise the paragraph without the dollar amount. It will be resent for vote to BOD. **Drevo-** Will have it finished before the end of meeting for vote today.

5. Membership statement: **GG-** A subcommittee had a meeting about states not using the artwork or other parts of our program during the year. The newly revised statement has been sent to the BOD. **Snyder-** It was a well written document. Statement follows in red:

States must maintain their membership in and pay their dues to CSLP, but may skip a year of CSLP programming to use their own special theme such as a state bicentennial. If a state chooses to use the general topic, but not use the artwork or other materials for one year, the state representative must let the CSLP Board and the ASA office know by June 1 of the prior year. Example: if a state chooses not to use the night theme in 2012, the state representative must let the Board and the ASA know by June, 2011. Likewise, if a state chooses to use the night theme, but not the night artwork in 2012, the state representative must let the Board and the ASA know by June, 2011.

JT- Thinks the new statement looks very good. **SP** motions to accept, **Snyder** seconds. Motion carried.

GG- Travel statement is now rewritten to make perfectly clear that CSLP does not pay for alcohol. Drevo makes motion to accept new travel statement/RP seconds, BOD approves.

GG and Day- Revised document that explains the RFQ/Contracts will be useful for any new, incoming chair or anyone who needs to understand the process. **Balsen**- Would like to see the words RFP/RFQ used throughout the entire document and the word contract throughout the same document.

GG- Lori Special will be presenting a power point for Annual Conference that will be lots of fun. She will be using lots of props.

GG- Bylaws that need to be changed. Is it too late? There are many changes needed, do they need to be voted on by the membership individually? **JT**- No, do it on one large vote. **GG**- These proposed changes will be sent out to the BOD ASAP. **JT**- Please review this and have any changes to GG by Friday, March 5, 2010.

*****Drevo** resends the revised Intro to Rules of Use. The document is read aloud by Drevo for BOD approval. **SP**- Does this mean that another vendor can't make any products for us? **Drevo**- Not using the CSLP artwork. **SP**- This has happened several times in PA. **Drevo**- Would like the library's information to contact Matt at HS about allowing other vendor's to use our artwork. **JT**- This aspect is what falls under the copyright issue. **Balsen**- Does this mean HS just has first refusal and another vendor can produce something, is this then alright to do? **JT**- Before we can vote on any of this, these issues need to be resolved by Drevo with Matt. **SP** and **Drevo** will email about specifics, Drevo will discuss with Matt and Drevo will send the document out again for vote.

JR & Drevo- Rapid City PL wants to use our artwork to promote Summer Reading on a bulletin board. Matt wanted to know if this was alright with the BOD. The BOD thinks it is a wonderful idea.

******* Day has resent the **RFQ/ Contract** document and cited what was actually changed. **JT**- Any questions? **Sherif**- Will this go in the handbook? **GG**- Yes. **Sherif**- Can we change the language as a global change in the handbook in case there are any problems with the future of the ASA office and our relationship. Snyder makes motion to accept this new document, Drevo seconds, BOD approves.

JT- Changes to agenda- **KY** (needs to leave earlier) she had complaints last week from libraries in regards to HS not being able to custom print t-shirts, is it possible to go to another vendor? This goes back to ROU issue at hand. T-shirt issue and sizing, HS can't do anything about this now but if libraries want to return shirts for iron-ons this is possible.

7. **JT**- **Balsen** sent out a report on what is going on with PSAs and radio spots. CSLP needs to do some quality control to ensure that what happened last year does not happen again. Several people have copies of the PSAs in several formats and are reviewing them now. **Day**- **RP** took the copy to VIP in Madison, viewed it and approved it then drove the copy to HS to be produced. **Balsen**- We will need to look at the formatting for next year. Perhaps we will need to do this in a new format in case digi-beta is not the latest technology. **Day**- The order form for the state reps went out last week. This year state

reps can order the exact formats they want to use in their states up to the approved dollar amount.

Balsen- Jeff Hamelin who is doing the radio spot for kids will be sending Balsen the audio files soon. The BOD requested that the file be saved in several formats in order for the webmaster to use on our website. Agent 23 Skidoo is handling the teen radio spot. Balsen will request the files be sent in the same way as the children's PSAs.

Balsen- Jeff Hamelin asked if we would be interested in having a compressed version of the PSA to use for social networking sites and perhaps on our own site. **LLW-** We are paying Dan for his expertise, so let's let Dan make the decision. Balsen will forward Jeff Hamelin's email to LLW who will pass it along to Dan for final determination.

6. **SP-** Travel reimbursement is now up to \$700. No alcohol will be reimbursed. **RP** had asked for \$5,000 for Diversity Committee for signing videos and **KY** asked for \$\$ for creation of the web banner.

Corporate Resolution- Melissa the attorney worked to help create this new document. **GG-** Does this need to go in the manual? **SP-** Yes. **GG-** Where should it be placed in the manual? **Day-** It should go with the policies and in the ASA section of the manual. **GG** makes motion to accept, **Sherif** seconds, **BOD** approves.

Audit- 2008-2009 has been completed. The committee needs to review any expenditure over \$5,000.00. The committee will speak in more depth at the annual conference's break out session.

Balsen- Would like in the future a higher line item added for creation of the PSA's. This year they came in well under budget, but the teen PSA was not animated. **SP-** A flexibility of 10% was built in to the budget. If more is actually needed it can be discussed at the time. **SP-** Shipping fees for the manuals to the states will be reviewed, so states do not have to pay double shipping. Shipping charges to the state rep will now be paid for by CSLP, the state rep will be responsible for the shipping costs within his or her state. This will come out to approximately \$20,000.00 in increased costs. Sales are dramatically up with Highsmith. **GG** makes motion to accept, **JR** seconds, **BOD** approves.

8. **JT-** Illinois Non-Member Issue- **Day-** Please review spread sheet sent previously. IL is a partial state, at first there were only two systems, since then more systems have joined. They don't seem to be able to keep a consultant. **Day** said that the many librarians are asking for access to the member section of the website, these are libraries that haven't joined CSLP. Do we want to encourage the entire state to join? **JT-** Called a system director who's library precipitated this. It was not a good conversation. **JT** explained why a state pays dues to the director. **MS-** It is not fair to the rest of the membership who do pay dues. **GG** agrees. **MS-** It's not about making money for CSLP, it's about equity for all. **JT-** Then they don't have access to anywhere on the website other than the public side. We will need to contact HS to let them know that they can't sell to non members, meaning those unaffiliated with CSLP in Illinois. Do we need to move the ordering tab for HS to the private section of the website? **Drevo** thinks yes. **JT-** Has no problem telling southern Illinois that it is for members only, but the ordering tab needs to be moved for next year. **LLW-** We can make the order form password protected. Meaning that the link is there but someone needs to enter their password to gain access. **Sherif-** We should not promote CSLP as having 49 member states now, that may be the reason they think they are entitled to this information. **Sherif**

and **JT** think that the order tab should be prominent as it will encourage people to register for membership. The BOD is content with this as long as all prominent information remain password protected. **JT** will renew her efforts to talk to the non member part of Illinois to see if a relationship can be forged.

9. **JT**- Early Literacy Manual is now live on the website. **JT** thinks this is a very important resource and thanks Michelle Willis for all her hard work. It is a tremendous addition. This is an Ad Hoc committee and Michelle will be on the BOD as the AD-Hoc Early Literacy chair after June, 2010. The BOD is very pleased with this resource.

10. Books as Incentives- **SP** would like to see a resource where we could approach publishers about making available books for incentives that are very reasonably priced. Committee is **JT, SP, and MS, AS, Sheriff**.

Committee Reports were sent prior to this BOD meeting.

11. Website- No Update

12. Teen Manual Committee- No Update

13. Adults- No Updates, review should be in April

14. Diversity- **RP**- First run of signing video is finished. This year it will be formatted to find just particular sections. They are looking ahead to next year's program.

15. Vendor- No Updates

16. VOYA Article- **JT**- Day was contacted by someone who would like to write a VOYA article about the importance of Summer Reading and CSLP. **JT** will write an article for this person. It will be due this week.

Other: **Sherif** is still working to gain access to the Obama's at the White House for an endorsement. **JT** also has a lead in Kansas. **MS**- As many states that can get involved in this may pull more clout with an entrance to the White House.

17. Conference Update- **Day**- We have three new state reps, **SC; Denise Lyons, Michigan; Karen Reish and Kentucky; Heather Bieffenbach**. A message will be sent to remind everyone to have their conference reports to Day by March 22. Day is working with **MS** who has a good group in WA who are planning on the local level. Hawaii and Louisiana will not be attending. Registration is on par with past years.

18. **JT** has a suggestion from Patti Sinclair- Last year Patti paid to go to ALA; she thought it was useful to see the books in the Exhibit Hall for her work on the manuals. She would like to be paid by CSLP to go to ALA in the future. **JT** said no, and that she is contracted by Highsmith. Patti said Matt also said no. Patti Sinclair is going to see if this can be added to her contract with HS. BOD agrees with **JT**'s decision.

19. ASA office update- **Shultz**-At the last meeting BS talked about cuts, etc. at our last meeting. Since then a representative in IA filed a bill that eliminates all library services in IA as of June 30, 2010. She asked the state librarian if it was supported and it was. This is a recent occurrence and is being fought in the state. This will come out to a 21% budget cut; it will mean closing two offices in their state. Shultz thinks this will probably be the worst of it and if the systems go along with this they will probably be left alone. She feels that this will not have any effect on the operation of the ASA office. Shultz seems very hopeful at this moment. A definite answer should be available before the annual meeting.

Meeting adjourned.