

CSLP Conference Call June 7, 2010

Attending: Sue Sherif, Michelle Willis, Allison Santos, Julie Tomlianovich, Rhonda Puntney, Grace Greene, Sue Pannebaker, Laura Lee Wilson, Jasmine Rockwell, Adrienne Butler, Martha Shinnors, Karen Balsen, Karen Drevo, Lori Special, Karen Day, Sally Snyder, Karen Yother, Barb Schulz (?)

Call to order: 1:07 CST

**JT** thanks the BOD for all their work and hands over the reins to Sue Sherif.

**KY** will be late, **Drevo** must leave early.

**Sherif**- We will have changes in the agenda, **JT** has something to add at the end.

BOD minutes from April will be distributed to the BOD prior to the August meeting in Chicago for approval at that meeting.

Treasurer's Report: **SP**- Profit & Loss, we finished under but Day has a few things to add, we will definitely be under budget. **Day**- We are playing with Sharon's vacation so we are slightly behind, we will soon contact the auditor for review but we will have more current information after the August BOD meeting. **SP** will resend the link when it is updated. The 2011 budget is now live.

Marketing Report- **KB**- The new RFP is out there. Those in the industry say the audio is always done first. The audio will be available July 1, 2010. The lawyer as approved the new RFP and it has been sent out for bid on July. She is hoping. **LS** motions, **Drevo** seconds. **LLW**- This is just for the children's? **KB**- Yes, there will be a separate RFP for teens. There will be new guidelines available. Motion carries.

**Sherif**: There was a discussion that someone complained that the PSA depicts children in the pool holding books and it goes against our training. The BOD says lightened up. **KB** has offered to speak to this person about her concerns. **Sherif** charges **KB** for handling this. Please note that this is the realm of fantasy and not reality.

Teen PSA- **KB** will lead an audio conference with the committee to determine the new guidelines on setting up this committee to address the contest that was discussed. Would like to set up a wiki to address this and share ideas. **Sherif**- Please ask the teen manual committee to be involved. **JR** will ask her committee to be a part of this. **AS**- Timeline? **KB**- October we will slow down and then can move forward with this. Teleconference will be in June, guidelines will be ready for September. **JT**-This needs to be done for the beginning of the school year.

**KB** is working with Cactus and the best format to distribute for selection is on a disk, hard copy. PBS is in her building and is exploring an alliance with PBS through Liz Hood about how to get the PSA out on a national level. **LS**- Likes the idea and thinks it will work well.

4. **JR** announcement: **KY** has completed her MLS and so has **LLW**. The BOD congratulates both on their success.

**Drevo**- Rules of Use- report was self explanatory. Our logo on the website has been trademarked. She has heard from the lawyers about trademarking this over seas. Since we are involved with military bases over seas she thought it might be a good idea but after hearing from the trademark attorney this doesn't appear to be necessary. The cost can range up to \$10,000.00. What does the BOD think? **MS** says no. **LLW**- Can we revisit this if it is problematic? **Drevo**- Yes we can. **Sherif**- We should not be too preventative. **LS**- We should think about this for Canada and other English speaking countries. **Drevo**- The cost is prohibitive. **Sherif**- Wouldn't it be cheaper to re-do the logo and a new trademark process? **Day**- It was very reasonable. **Sherif**- Our main purpose is to keep vendors and entertainer for using it for endorsements. **KY** motions to decline international trademarking, **JT** seconds. Motion carries.

Drevo leaves meeting.

Foreign Language Videos- **RP**- sent out last week examples. Arnie is asking an extra \$1,000 to offset his expenses. Can we afford this and will we approve this? His work is exelplary. **JT**- He did a wonderful job. **AS**- Motions to approve the additional money. **LS**- seconds. Everyone on BOD likes this. **Sherif**- We need to be careful of costs. **SP**- We have the money to cover this. **Sherif**- If we accept a contract to do something, the contract should be for that price. **RP**- it was suggested by Patti Sinclair that Arnie ask the BOD for the additional money, it is a quality product. **JT**- Doesn't like that Patti Sinclair telling him to ask for money. **KY**- Is this for the product or for additional work? **KB**- First time RFP's can run over. BOD has decided that this might not be in the best interest of CSLP. **MS**- We need to stay within the RFP, it is an official contract. **LS**- We can't give away money just because we have it to give, treat this as a learning experience. **Day**- We had no contract with them. **KB**- We are dealing with a contract whether it's a gentleman agreement or not. Since there is no contract we don't have to pay the additional. **LS**- since we don't have a contract perhaps we can pay him? **Sherif**- doesn't like the Dutch video, can we ask for more explanation? **Sherif**- In the Chinese one can we use the numerical symbols? The BOD feels that the extra cost is affordable, but it does stand on principal. **Day**- There was a gentleman's agreement initially. **MW**- Is this a one shot deal? **JT**- If he is willing to make the changes and it can be done within the \$1,000 then we should explore it. **AS**- I think we need to see if he can make these changes before the BOD votes on this. We can vote by email. **Sherif**- Agrees with AS but if someone wants to pay him. **MS** motions to vote on the concept of the motion. **LLW** seconds that we will explore whether Arnie can meet our needs within \$1,000.00. Motion carries.

Manual Online- **AB**- People want to download the manual and pay through the CSLP. **AS**- Can we support this on our bandwidth? **AS** & **MW** both mention the crisis in NJ's budget. **KY**- Will this effect the sales of manuals. **GG**- Will this eliminate the manuals? **Sherif**- Can we get a sub-committee to explore this further? **JT**- this is not a conversation to have over the phone. **JT, AS, MW, KY, LS, AB, JR** are sub-

committee. **KY**- Can we have a preliminary discussion to bring pros and cons to the August BOD meeting. **JT** will head the sub committee.

Spanish language materials needed- **Sherif**- Oregon expressed the interest of having more materials including in Spanish. **LS**- She did not hear the overwhelming need to have the manual in itself in Spanish. **JT**- The people who need the manual are all English speaking. **LS**-The need was primarily for volunteers. **MS**- Would like to discuss this further, even though they are volunteers they still do outreach work. **Sherif**- How many can we sell? **JT**- We also need to look at the timeline for everyone involved, this may change everything. **Sherif**- Will volunteer to poll the state reps to see the need for this, sales for this and if it is absolutely necessary. **KB**- Can't we use translating software on the web? **LS**- The translation of the manual in Spanish will cost so much more, will we increase the overall cost of the manual? **Sherif**- Let's investigate the sales and costs. **JT**- Let's see who will actually purchase and use these Spanish manuals? Can this be sent to us before it is sent to state reps? **Sherif**- Yes and she will apprise the BOD of the results.

Policy For National Organization, timeline and recruitment; **Sherif**- Do we want to approach natural partners or do we wait for them? **JT**- This year's organizations didn't understand our timeline, **Day** had to push them to get them ready for the April meeting. **KB**- This is something that evolves on a state and local level.

Arizona Meeting- **LS**- We will be in Scottsdale AZ, and I have issues with this. I realize it will cost thousands of \$\$\$ to go elsewhere. **Sherif**- Feels strongly about this issue for personal reasons.

**Sherif**- Can we have a motion to stay with AZ? **JT** motion, **AS** seconds, **LS**, **GG** and **SP** agree we need to stay with Arizona. **MS**- can we have armbands that say One World Many Stories? **Sherif**- yes. Motion carries.

2012 Conference- **SP**- Day- April 25<sup>th</sup> to 27<sup>th</sup> are tentative. It will be in Harrisburg or Hershey, PA.

**Day**- Overview of the August face to face meeting

2013 Annual- Georgia, we're going!

Early Literacy- **MW**- Discusses an email from Patti Sinclair and all the intricacies of going forward as an online resource or a chapter in the children's manual. The new contract will be re-negotiated and this needs to be determined soon. It is agreed that **MW** needs to poll her committee and see what they think and bring those results to the BOD. Patti Sinclair was not very happy at annual because of this new committee but after discussing the vision of this committee she is now very agreeable to the pleasure of the BOD.

**JT**- Thanks Sally Snyder for all her hard work and dedication and service to CSLP.

Meeting convenes with Karen Day telling BOD she will be in touch about travel arrangements to Chicago for the meeting. Please send her your travel plans.