

CSLP Board of Directors Meeting Minutes
Teleconference, Wednesday, February 22, 2006
12:00 pm, CST

Attending

Cathy Howser (AR), Jan Wall (ID), Julie Linneman (KS), Barbara Huntington (WI), Bonnie Kunzel (NJ), Ruth Metcalf (OH), Stephanie Stokes (CA), Julie Tomlianovich (KS), Karen Drevo (NE), Karen Day (ASA), Barbara Shultz (ASA)

Absent

Kim Patton (KS), Patricia Froehlich (CO), Julia Meredith (MI)

Call to Order – Cathy Howser

Cathy Howser (AR) called the meeting to order at 12:04 pm, CST.

Approval of the Minutes – Cathy Howser

Cathy Howser (AR) asked for any additions or corrections to the minutes from the meeting of December 7, 2005. Karen Drevo (NE) made a motion to approve the minutes as written, seconded by Julie Tomlianovich (KS). Upon a vote of the board, the motion to approve minutes passed unanimously.

Treasurer's Report – Jan Wall

Jan Wall (ID) stated that all of the financial information has been available on the website. The Balance Sheet, as of today, shows a balance in checking of \$36,397.51. The savings interest rate is somewhere between 3.65% and 4.00%, which is yielding a good return on investment. Karen Day (IA) found a good 7-month CD that pays 4.25% interest, and we purchased one at \$50,000. Last week, another one was found that pays 4.50% interest, and we are currently completing the transaction to purchase another \$50,000 CD for 12 to 13 months. Jan thinks we might be able to handle a larger amount in the CD, but that would take approval of the committee. With the savings account rate we have, we have to make sure we are not putting the money into something that pays less interest than the current savings account itself, which requires some shopping around. Jan states that we are starting out fairly conservatively, which is what the committee requested. The total accounts receivable is \$24,609.83, leaving us with total assets of \$454,908.43.

The Profit & Loss Budget vs. Actual shows that, even with our short fiscal year, we are doing very well as far as our expenditures go. We are already 1.5 months into a 5-month cycle. In actuality, we have spent very little of our budget, but the major expenditures will come in April. Cathy Howser (AR) asked if there is any reason to think our previous estimates of annual meeting costs are out of range, and Jan said there is nothing to suggest that. Until we know more about how many are coming to the meeting, there is no way to gauge. Expenses for officers, committee chairs, and state reps are fairly concrete, but beyond that, we don't know how many to prepare for.

The question arose about what the “travel expenses” line item covers. Jan explained that this is in there in case business would need to be conducted at the Administrative Services Agency (ASA) or if an ASA staff member needed to go to a state conference, for example, to provide information about CSLP. This line item is used very rarely, but has been retained as a buffer in case of need. It was in the first budget, and the committee decided to keep it in, just in case the CSLP President might need to travel to conduct CSLP business. That way, these funds are available on short notice without requiring additional approval of the executive committee. The amount is only \$300, which would probably not fully fund any type of travel required, but the line item serves as a placeholder in case it becomes a necessity in the future. Partial expenses could be paid from this fund, and the board would have to approve any additional expense. We have not used this fund since about 2004, when Karen Day (IA) traveled to Wisconsin to meet with then-President Barb Huntington (WI).

The CSLP Budget sheet shows a column for the 2005 budget alongside the proposed budget for Jan-May 2006. The 2005 budget covers an entire 12-month year, while the proposed budget for January through May is our short fiscal “year.” The short budget will always remain “proposed,” due to the fact that it will be nearly over before the annual meeting, at which time the Jun 2006-May 2007 budget will be voted on.

Jan said that Mary Cameron (IA) had asked her previously about why the expenses are so high for this current budget. Jan had explained to her that this budget is strange owing to the fact that virtually all of the income was received in the previous budget, while this short year budget will cover mostly only expenses, and it will all be resolved when the new fiscal year begins. Jan is considering if she needs to provide the membership with more information than that, or if that is sufficient explanation. Cathy Howser (AR) said that when we get to the annual meeting, there will be a need for discussion because it will look skewed. She suggested that Jan be prepared to talk about why it looks that way and how the situation will change with the next budget. Tying this situation to the transition, which necessitated our move to a fiscal year that corresponds to our officers’ year and our program year, may help.

As far as the high expense line for Conference Expenses, Cathy Howser (AR) said that the membership knew it would be a big ticket item when they voted to allow New Jersey to be the host site. In addition, as our group has grown and will grow, our conference expenses will naturally grow as well. We can’t just double or triple what we spent before, because finding a site that can accommodate a group of this size is more limiting and more expensive. The decision to give member states the opportunity to rotate the hosting responsibilities means that some years we will be in inexpensive states and other years we will be in costlier states.

Related to this conference expenses, Jan mentioned that at the Budget and Finance committee meeting, Marquita Boehnke (KS) requested that we have something in writing to say that the decision to subsidize room costs this year is not a new precedent that will automatically be followed from now on. She wants to dispel any expectation that future room costs will be subsidized because that is what we did in 2006. Cathy Howser (AR)

suggested it would be an appropriate comment to come from the Budget and Finance committee, but Jan said that it might actually have more weight coming from the Executive Board, since they are the ones that approve the budget. Cathy Howser (AR) said that conference costs will always have to be viewed on a case-by-case basis. She feels we have all been clear that we did the subsidizing because New Jersey is an exceptionally expensive location. This was made clear to the entire membership at last year's meeting, and the consensus was to still go ahead with it. The board did not make the site decision, they only tried to make it more affordable for members to attend. Back when the meeting could be held in a motel in Des Moines with 26 people (2000), costs were minimal. Barbara Huntington (WI) mentioned that the annual meeting is our biggest thing each year, allowing states to have involvement in the program creation, and having good attendance is highly important. She added that as we add more states, it may require us to spend more of our income to support the annual meeting costs.

Jan then turned attention to the CSLP Conference Expense Estimates sheet. After the vote of the executive board in December, the page was updated to reflect the decision that was made, and the page has not been updated since. That is the budget that was sent out to the membership.

Cathy Howser (AR) asked the board to accept the budget reports as presented, and the group approved by consensus. Karen Drevo (NE) complimented Jan on how well these reports were put together. Jan Wall (ID) complimented Karen Day (IA) and the entire ASA staff for the great job they did compiling the information. She said Karen Day (IA) has been great to work with.

President's Report – Cathy Howser

Cathy Howser (AR) began her report with a review of new member states. For the 2006 program year, California and Indiana are now members as entire states rather than only as a portion of their state. One county in Florida (Pasco County, just north of Tampa) and one system in Minnesota (SELCO) are joining for 2006, as well as the states of Hawaii, Mississippi, and Rhode Island. That makes a total of 36 member states for 2006. In 2007, there will be at least four more: Alabama, New York, South Carolina, and Vermont, bringing the total to 40 states. Representatives from New York, South Carolina, and Vermont will be attending their first meeting in New Jersey, but Alabama will not be able to send a representative this year.

Stephanie Stokes (CA) asked about whether or not Minnesota was the original state where CSLP started, and why they have not continued with the group. Karen Day (IA) clarified that CSLP originally started with a few of the 13 regional systems in Minnesota banding together. They were each paying separately for their region, and eventually, in the mid-90s, they decided to join as an entire state. However, that lasted only a couple of years. Politically, it became difficult for the various regional systems to remain divided, and those who were in CSLP decided to pull out to try to work together more cooperatively with the other regional systems. There were also growing pains related to the increasing size of the organization. The new group joining from Minnesota is very tentative, and at first, they will offer either the Minnesota program or the CSLP program

to libraries in their region. There is still a lot of political pull in their state, and Karen states that we will need to be very sensitive to their situation and not push them too hard to bring the rest of their state along. There are still strong loyalties in their state to MELSA, their state's program materials vendor.

Cathy Howser (AR) stated that she is currently working on the ASA evaluation. She will be sending out a questionnaire to board members and state reps pretty soon. These will need to be completed and sent back directly to Cathy Howser. She will compile them. We will also be sending the questionnaire to new member state representatives.

Cathy appointed a nominating committee of five people to develop a slate of officers for this year's annual meeting election, which is according to our Bylaws. The committee is comprised of Sally Snyder (NE), Nancee Dahms-Stinson (MO), Sue Pannebaker (PA), Vicki Turner (UT), and Terri Wilhelm (ND). Vicki is serving as the one non-state representative. She has been around for a long time, and she will be retiring soon. This may be the last service she will perform for CSLP.

According to the Bylaws, committee chairs are elected each year, and all of the current committee chairs are eligible for re-election. They may be elected up to four one-year terms consecutively, although Cathy felt that we might want to consider staggering election years if at all possible. Cathy asked committee chairs to let her know if they are interested in running for re-election. If anyone does not want to run, she is asking committee chairs to give her a recommendation on someone we might ask to run for that post. As far as the other officers, the Treasurer is a two-year term, so Jan Wall (ID) is not up for re-election yet. The Secretary is a one-year term, so Julie Linneman (KS) is up for re-election this year. President and Past President require no elections, but a new President-Elect is chosen each year, so that will be part of the balloting.

Karen Drevo (NE) said that she is interested in running again for chair of the Vendor Relations committee. Due to the upcoming bid process, she felt that it might be hard for someone new to start this coming year. Cathy mentioned that Julia Meredith (MI) has contacted her and announced she is stepping down as chair of the Membership committee. Julie Tomlianovich (KS) said that she would not mind staying on as chair of the Children's Manual committee, thanks to the support provided by Karen Day (IA). Ruth Metcalf (OH) said that she is interested in continuing as chair of the Technology committee.

Cathy Howser mentioned that all of the committee chairs have done a fabulous job this year. Everyone has pulled more than their share of the weight and gotten the job done. She would love it if everyone could continue to serve again, if possible. In order to have a slate of candidates ready in time, Cathy will need to hear from current chairs who are stepping down sometime in the next week. She still needs to hear from Stephanie Stokes (CA), Kim Patton (KS), and Julie Linneman (KS).

Unfinished Business-Cathy Howser

Cathy Howser (AR) asked if anyone was aware of any changes that need to be made to the Bylaws. No one had any comments or suggestions. The only thing Cathy was aware of is the possibility of changing the Diversity committee from an ad hoc committee to a standing committee. The other issue to resolve is whether or not CSLP has any interest in becoming multinational. We have had requests from a Canadian province and from someone in Australia. Karen Drevo (NE) said that Matt Mulder at Upstart says that they have a Canadian vendor who serves as their distributor. Canada sounded like it would work fairly well. However, while Upstart has a vendor in Australia, the freight charges would be very high, but he was not opposed to the idea. Jan Wall (ID) asked if there were any legalities in our 501(c)3 status that would prevent us from being able to do business on that scale, and no one was aware of restrictions. She said that, without some type of international agreement, it might be difficult to monitor or enforce the provisions of CSLP. Stephanie Stokes (CA) mentioned that when she was working on the @ your library campaign, Canada came into the partnership as a member as well as the International Federation of Library Associations (IFLA). Julie Linneman (KS) asked if it might be possible for them to be an affiliate member, whereby they would pay for a lesser membership that would make them eligible to buy and use the materials but they would not be able to participate in the decision-making on them. She felt that the additional sales might help lower costs for all materials even further. Jan Wall (ID) mentioned that that would set up a situation where we would be allowing foreign entities to pay for a lesser level of involvement, and some states might want to pay less for the same privilege. Cathy Howser (AR) said that our Bylaws do not specifically state that we are only open to U.S. states and regions. Ruth Metcalf (OH) felt that use of the word “state” implied U.S. membership only, but Julie Linneman (KS) pointed out that Mexico has states also, and that Canadian provinces are generally treated the same as states. Karen Drevo (NE) said that Matt had said that if they did a large amount of business through other distributors, it might change the way they have to do some things, and foreign orders might have to be done through a credit card.

Cathy Howser (AR) said that if this is going to be clarified in the Bylaws, we need to make a decision about what to present in advance of the annual meeting, because that is the only time that Bylaws can be changed. Julie Linneman (KS) suggested that if Cathy is considering having an open discussion on the issue at the annual meeting, she might want to consider how to get that feedback in advance because the issue is the type of thing that could generate lots of discussion. Jan Wall (ID) said that she would like to seek our attorney’s opinion as to what the logistics are in advance of the meeting. Ruth Metcalf (OH) suggested that we find out from the Canadian contact person if they are still interested in joining, then contact Melissa to see what would be involved with making that change. Cathy said we can do that. Cathy concluded the discussion by saying that if any further changes are needed in the Bylaws, get those to her as soon as possible.

New Business-Cathy Howser

Cathy Howser (AR) stated that CSLP is getting more and more questions from potential vendors or service providers that want to have access to our organization’s members, and

she believes this problem is going to expand as the group gets larger and more attractive to salespeople. Ruth Metcalf (OH), Karen Drevo (NE), Stephanie Stokes (CA), and Cathy have all been contacted about additional products available that complement our theme. They want to market these products using our listserv. Even after being told that they may not post on our listserv and being referred to the state contact names on our website, they ask if their information can be a link on our resources page. Sometimes the products are being offered at no charge. Musician Monty Harper has some song downloads free of charge, but he also makes money from his music. Ruth Metcalf (OH) was contacted by a musician named Heather Muldey from New Jersey who does animal songs.

Some discussion followed about the reasons for and against having commercial contacts on our website as a resource to our members. Reasons for doing this were that many members seem to want this type of information, and finding performers or products that fit the theme is not always easy. Reasons against doing this included the enormous job of keeping up with large numbers of commercial links, as well as the potential of implied endorsement of their product by being “recommended” from our site.

Barbara Huntington (WI) said this type of thing used to be covered by the Children’s Manual committee. The offer had to be brought to the committee and they would decide if it met the criteria to be listed in the manual. She felt that Letter Pals, which is a free service, or a CD that fits the theme are not the same thing as a performer, who is not available to everyone. She suggested perhaps a committee to review non-commercial resources. Stephanie Stokes (CA) said that if you visit state websites, they are linking to both commercial and non-commercial sites, from CSLP to Oriental Trading. Upstart only offers a limited supply of theme-related merchandise, but she found something called Fetch the Dog and it has been extremely popular and many people have called her about where to find it. Ruth Metcalf (OH) asked if these types of resources could go to a committee review and be posted for members only, not for the general public. Barbara Huntington (WI) suggested that Patti Sinclair might be interested in being the filter, screening the calls, coordinating the activity. Karen Drevo (NE) asked if we could just post something on the website for vendors to contact state reps directly. Nebraska sends out a list of possible performers to its own libraries. Stephanie Stokes (CA) said that she does not envision us getting into this type of referral nationally. Jan Wall (ID) said that as CSLP grows and gains clout, it would be possible to have them come to the annual conference, although it would impact that amount of space needed. Barbara Huntington (WI) said that having other vendors at the annual conference would not be seen favorably by Upstart, who see themselves as “The Vendor” for the program, in spite of the fact that we all know that they can’t provide everything. Her other concern is that this is not a conference, it is a working meeting and we barely have time at the meeting to conduct all of our business as it is, let alone offering time to browse vendor tables. Karen Drevo (NE) said that it would add yet another day to our meeting to accommodate this. Barbara Huntington (WI) asked Ruth Metcalf (OH) if someone on the Technology Committee might be able to handle it, and Ruth said she could check on it.

Ruth Metcalf (OH) said that she sent an email just before the meeting with a link to “Resource Submission Guidelines.” That will lead to a page with one sentence about items of a commercial nature, which has just been added recently: “We also do not post anything on the resources section of a commercial nature – performers or other programs that charge for their material.” She said they had considered putting it somewhere on the site, and asked for opinions on that statement. Karen Drevo (NE) said that, since CSLP is such a big organization, many outside vendors want to be doing services for us. Every part of the country will have different performers or vendors, and each state has its own guidelines for approved performers. Some serve a very small area of the country and some travel around. Karen felt that these performers should be contacting the state representatives. Cathy Howser (AR) said that some performers are now seeing a market that didn’t previously exist. Our scope is national, and previously their product was only local. They may not be prepared to handle offering their CD or bookings or whatever on that level. Stephanie Stokes (CA) said that when our theme name is Googled, our website comes up under the regular listings, but on the right side, where they show sponsored ads, the Monty Harper website is there. Barbara Huntington (WI) said that is a good thing, if they are willing to pay for their own ad. Ruth Metcalf (OH) agreed, saying that it is a performer’s job to beat the pavement for bookings and sales. Barbara Huntington (WI) reiterated that advertising for performers is an entirely different thing from selling a product, due to the limits of geography. She felt that there is a place for CSLP in referring members to products for sale. These items could have made it into the manual if we had known about them early enough. Stephanie Stokes (CA) mentioned that Upstart is not even offering puppets this year, and for those who want to buy theme related puppets, resources links of this type would really help. Ruth Metcalf (OH) said she feels we either need to say yes or no to all types of commercial vendors. Barbara Huntington (WI) asked if there are still some commercial links in the manual itself. Ruth Metcalf (OH) stated that there are, but they don’t carry those over to the website because of this very problem. She feels that this is going to become an onslaught of performers offering to do programs, and that this is outside the scope of CSLP’s role. Karen Drevo (NE) said she agrees that is not CSLP’s job. Performers can buy their own advertising and send it to all the state reps of their choice. Ruth Metcalf (OH) said that having this website policy would not prevent a member from sending an email to the listserv to let others know about a great performer who fits the theme, but we would not need to commit website space to that.

Ruth Metcalf (OH) said that the issue becomes more difficult when the item offered is totally free. It is then hard to define the product as “commercial.” However, even something that is currently free may end up costing something in the future. When she was approached about the Letter Pals service, she asked about how it is funded, and he said that it was being privately funded. Karen Drevo (NE) said that the first time someone had problems with it, CSLP would be under fire for mentioning them. Ruth Metcalf (OH) said that Letter Pals is already working on a mystery theme program for 2007, so we need to have a policy to guide us in the future. Barbara Huntington (WI) said that, for now, she is comfortable with having the policy of no commercial vendors on the website. It can always be adapted in the future if necessary. Ruth Metcalf (OH) said that the resource links are from the manual, not commercial in nature, and not related

to performers. Barbara Huntington (WI) clarified that she is still not talking about performers, but about products for sale. She feels we might want to have a place for commercial product links in the future, but she can live without them for now.

Julie Tomlianovich (KS) said that she does not see the necessity of putting any product links on the website. She sees too many problems with it. As long as members can post their own “finds” on the listserv, it is the responsibility of the state reps to disseminate the information to libraries in their state if they think it will be valuable to them. She does not feel it is the manual committee’s role to promote anything. Stephanie Stokes (CA) said she does not want to put a burden on the website to carry this information, but if somebody is moved to share something on the listserv, whether it is a performer or a product that they highly recommend, she feels that is the best way of doing it. She added that there is an article about showing films in libraries in the resource section, and it does refer them to where to go to purchase a film license, but she said it was in the context of an article about showing theme-related films in general. Julie Tomlianovich (KS) repeated that the contact information for all state reps is already on the webpage. Barbara Huntington (WI) stated that someone is going to argue that if we did it for one, we should do it for them as well. Stephanie Stokes (CA) said that we do not have to become the gatekeeper. The state reps are perfectly welcome to share resources with each other on the CSLP discussion list. She then asked if there were written policies for use of the listserv, and Barbara Huntington (WI) said that will be coming when we get the organizational handbook written.

At this point, Stephanie Stokes (CA) made a motion that we do not accept performer listings nor other vendor listings for commercial products on the website, but state reps or subscribers to the CSLP listserv are welcome to share resources they have found as an email or bring recommended resource handouts to annual meeting to be placed on a “share table.” Ruth Metcalf (OH) seconded the motion. Upon vote of the board, the motion passed unanimously.

Cathy Howser (AR) said that she received a request this week from state reps who would like to have dates set for future meetings sooner than the annual meeting of one year before. She said the dates would probably have to be tentative, because they would still have to be approved by the membership. We already know that we want to avoid Easter weekend and National Library Week. We have not tried to pin down when state conferences are, but at least those are easy to find. Stephanie Stokes (CA) said that a chart was compiled with everyone’s workshops and state conferences, and it was impossible to avoid everyone’s events. For 2007, the meeting is scheduled for Oregon, and they are looking now at hotels and trying to find dates that work for potential sites. For 2008, the meeting is scheduled for Arkansas, and Cathy has already looked at dates and is ready to reserve the hotel soon. Barbara Huntington (WI) felt that booking earlier might give us a price advantage as well. Cathy added that there is no action required at this point, but she does not feel it is a bad idea to be booking further in advance. Karen Day (ASA) said that it is important to take this step with an organization of this size. We are already going to have to check with Oregon to make sure they are committed to hosting for next year. Sometimes we have had a host state scrambling to find a site at the

last minute. Karen said she would be more than happy to get in touch with the Oregon folks to check on their plans for 2007. Cathy Howser (AR) said that before the April meeting, she will check with the 2008 hotel and have dates ready to approve for that meeting. For 2009, Michigan is on the schedule, but that has become somewhat questionable considering that their situation has now become a bit tenuous. No board action was taken, but the group affirmed a commitment to try to work further ahead on setting meeting dates.

Budget and Finance Committee Report – Jan Wall

Jan Wall (ID) said that she has had some difficulty with naming her fiscal years, now that our fiscal year will begin mid-year, and especially since the year that would have been “Fiscal Year 2006” is now only five months long. It was decided by consensus to name fiscal years after the year in which the program is occurring, so that the fiscal year that begins in June 2006 will be called Fiscal Year 2007, to reflect the year that that program will happen. Jan said that it is too soon for them to have started drafting a budget for Fiscal Year 2007, but their committee will meet on Friday, March 31. At this point, Karen Day (ASA) and Jan Wall (ID) will work together to compile a budget draft for the full year beginning in June. That proposed budget will go first to the Budget and Finance Committee meeting for approval, then to the Executive Board meeting in New Jersey on Wednesday, April 19, then be presented to the membership at the annual meeting.

According to IRS Form 990 regulations, we have until the 15th day of the month following a 4-month interval after our fiscal year ends to file our taxes. That is, when the fiscal year ends on December 31, we count ahead four months (April 30), then go the 15th of the next month (May 15). By May 15, 2006, our Fiscal Year 2005 tax filing would be due, but we will not yet have started our new Fiscal Year 2007. What we can do to save money is request an extension that would give us two additional months (until July 15) to file, and at that time, we can also file our Fiscal Year 2006, which will have ended on May 31, 2006. By doing two 990s at once, it will save both time and money for tax preparation. Beginning with Fiscal Year 2007, our new annual tax filing date will become October 15. Barbara Huntington (WI) asked if that is the form where we have to update current bylaws and officers. Jan stated that some requirements are demanded by state law and some by federal law. She would have to go through the 990 and look at past years’ 990s to see what it asks of us. It does include how we spent our money and determines that we are still justified in having our 501(c)3 status. Barbara Huntington (WI) requested a copy for her files that shows when she is no longer listed as an officer. Jan Wall (ID) said she will check with the attorney on that.

Jan asked for clarification on whose decision it is when we change auditors and who determines who will do the audit. There is nothing in our bylaws about it, so she wanted to know if that is something decided by the Budget and Finance Committee, the Executive Board, or the Treasurer. Barbara Huntington (WI) stated that when we were working on re-organization, Tom advised us that we ought to change auditors when we change treasurers. Our attorney, Melissa Scholz, said that it should just be done on a regular basis, so that we get a fresh look at the books, but the frequency does not really matter. The Treasurer should search out someone who is not known and select someone

who is easily available to the Treasurer. Jan said that she wants to have an audit done after the fiscal year in May, and if we are changing auditors, it is time to start looking. Due to the fact that we are still bound by physical work and processes, she feels it should be someone in Iowa—it is easier to audit books when you can go and visit the place the records are kept rather than doing it electronically. Barbara Huntington (WI) disagreed on the importance of keeping the auditing function in Iowa, but she had no objection to keeping the same auditor for now. She did agree that an audit will be necessary to correct any errors. Jan stated that since we are in the process of changing our fiscal year, perhaps we might want to stay with our current auditor and explore changing auditors next year. Cathy Howser (AR) and Ruth Metcalf (OH) agreed with this strategy.

At the last Budget and Finance Committee meeting, Jan said there was a discussion about what to do with all of the money that is accumulating in the bank. The problem, however, is that each state has unique needs and no one-size-fits-all solution will work for every state. Some states only provide member libraries with a manual, others (like Kansas) provide everything, including some incentives. Some are in-between, such as Arkansas, which provides all the printed materials. The committee looked at expenditures for 2005 and found that \$1,600,000 was spent altogether. There was some attempt to break the categories down further, but even printed materials could not always be separated, depending on how they were used (e.g., bookmarks or door hangers might be used as a promotional item or as an incentive). If there were a blanket subsidy on all printed items purchased by a state, 10% for example, it would benefit some states more than others, as those states that do not purchase printed materials would not receive anything. One suggestion was to pay for shipping, but Cathy Howser (AR) mentioned that in Arkansas that would not help individual libraries, it would only reduce the costs of the State Library. Someone asked about giving back the rebates, or using them to pay back some things to Highsmith.

Barbara Huntington (WI) had some memory of talking with Matt about this previously. She said his answer was that it was easier for Highsmith to do rebates, which can be written off for tax purposes, than discounts, which cannot be written off. A rebate is treated as a donation by Highsmith to our organization, while a discount is not. If shipping costs were taken off, how would that compare to the amount they have donated in the past and how would that work in practice? Would it even be possible? Karen Drevo (NE) said that if someone will write it up, she will share it with Matt in advance of the meeting so he can be prepared to address the issue. Jan Wall asked if others felt that state reps should be included in the discussion of the use of funds. Some said that states will take whatever they can get. Cathy Howser (AR) said that if any funds are sent directly to her State Library, there is no guarantee it will even be used for Youth Services. Karen Day (ASA) said that she was in on the discussion between Barbara Huntington (WI) and Matt Mulder about the tax benefit. She felt that it would be possible to have a small committee to discuss it with him, including Karen Drevo (NE) and then give him time to go back to their financial and corporate people and get answers to the questions. If Highsmith knew that the concern was how best it could be used to help individual libraries, maybe they could help us work through the process on how to make that happen. Barbara Huntington (WI) said that she does not want to see Highsmith give us

so much money. At one point they used dollar off coupons, which were very popular, but then decided against doing that again. Jan Wall said that she will email Karen Drevo (NE) about the pertinent things shared in her committee meeting. She would like to be included in discussions with Matt because of the budget aspect, and Karen Drevo (NE) agreed. They plan to approach him first with the idea of subsidizing shipping costs, and see where things go from there. Karen Day (ASA) and Cathy Howser (AR) will be included in the loop as well.

Barbara Huntington (WI) said that if we were to get an increase of \$200,000 to our budget from Highsmith in 2006, we are going to have to deal with spending it down in some fashion. Continually saving and allowing our assets to get higher and higher without a plan is going to be an issue for our nonprofit status. Soon we will have to go out for another vendor bid again, and we cannot assume we will always be getting that rebate. There may be a lean year where we cannot pay for room and travel for anyone at the annual meeting, but that would also not set a precedent. We just have to be prepared for what we might do if Highsmith were not our vendor. Jan Wall (ID) added that the dues currently being paid by the state members would not cover the costs of the manual production. But while we don't want to amass a fortune in the bank, it would be easier to spend \$200,000 knowing that it was going to be a secure source of income. Barbara Huntington (WI) said that there should be some kind of formula to use to know how much money it would take to pay all bills and close out an organization's obligations. If so, that could be our guide to knowing how far we can spend down without putting us in jeopardy. We could make that the amount never to go below.

At this time, Jan Wall (ID) had to leave the meeting.

Annual Meeting – Local Arrangements Report – Bonnie Kunzel

Bonnie Kunzel (NJ) asked if everyone has seen the registration form, and they had. She said that hopefully people are starting to sign up. The Educational Testing Service is on board for Wednesday night, and Jill from Baker & Taylor is trying to get a mystery author for either children or teens for a program. On Thursday night, she has arranged for attendees to walk around Princeton and attend a reception at the library. On Friday, there are several possibilities in the works: the Hilton Ocean Place resort and spa; an aquarium which hosts functions and is a lot of fun; and a tiki bar, which would give us the best rate (since this is a meal that members will be paying on their own). The Friday night function will be open to about 15-20 New Jersey librarians who would pay their own way as well as meet and greet. She is working with Peggy at the New Jersey State Library. Susan Fichtelberg (NJ) put together a nice trip into New York in advance of the meeting. Cathy Howser (AR) mentioned that the deadline was today, but she has not heard anything about how many signed up. Barbara Huntington (WI) wondered how that was going to work with the meetings that Nancee Dahms-Stinson (MO) had planned. Cathy Howser (AR) said that those were scheduled for Thursday night, during an hour break between the meeting and dinner. She was originally going to go off-site, but when she saw the schedule and that there were no free evenings, she was looking at break times. The way it is set up now, which is still very preliminary, there is a one hour break between the time the meetings end each day and the evening activity begins. Nancee

Dahms-Stinson (MO) is already aware of the challenges and understands that this is not an official ALA ASCLA meeting, it is just something she hopes to be able to put together.

Cathy Howser (AR) said that she needs to know on her preliminary agenda if the amount of time blocked out for each committee and topic is sufficient. Karen Drevo (NE) thanked Cathy for giving her extra time for Vendor Relations. She said it is still going to take half a day, and as the group gets larger and larger, it's going to get harder and harder. It might even get to the point where we have to meet more than one time per year. Cathy Howser (AR) wondered why we ever chose April as the annual meeting time, since it is such a busy time for everyone, but it was stated that it was what worked for Highsmith's timeline.

Cathy asked if anyone else is planning to go to the New Jersey Library Association conference besides herself and Bonnie, and no one was. Cathy said it looks like it is going to be a very good conference.

Cathy said she will be working on a more detailed agenda for the annual meeting. She hopes everyone will be prepared to conduct their own section of the meeting at the scheduled time. Ruth Metcalf (OH) asked about a laptop computer and overhead projector, and Karen Day (ASA) said that she needs to compile the audiovisual requests. Once she has that, she will line it up. She will also need everyone's reports in advance so that packets can be made up and shipped out. These are needed by April 5 (including anything else to be put in the packet). Earlier is always acceptable. Ruth Metcalf (OH) said that several people are going to want an overhead projector. Karen Day (ASA) asked for presenters to send her any requests like that. This conference center has just about anything we could want to use. If presenters will bring their materials on a disk or a stick or a CD to use on the group laptop, it will prevent everyone having to reset their own laptops for projection use.

Barbara Huntington (WI) said it looks like an exciting time. Bonnie Kunzel (NJ) said she has had good people to work with on this. Barb Huntington (WI) asked if the rest of the board felt like she did that we ought to allow Bonnie a little fund to use to buy her local arrangements committee something from CLSP. Everyone agreed. Bonnie said she has about two or three people, and we agreed to about \$50 each.

Technology Committee Report – Ruth Metcalf

Ruth Metcalf (OH) reported that Dan is plugging along well. He finished phase one and was paid. He just finished phase two. The bylaws will be done this coming quarter, to be completed after the annual meeting. Resources were added to the resource section and the structure was changed, with more detail than before. The resource submission guidelines were added. The only other thing is the newspaper ads, and she wanted to know when those would be ready. Stephanie Stokes (CA) said that she sent emails but has not yet received responses. Ruth requested that if something needs to go on the resource section, just let her know with a short blurb about what it is. Karen Drevo (NE) complimented Ruth about how quickly things are getting put up on the web after they are

submitted. Ruth thanked her and said that it isn't always easy—she had conference last month and she just tries to keep up. Now that Dan is webmaster, we don't have to wait as long.

She said her committee is still working to add a commercial information statement to the “About Us” section, and working on finalizing the literacy section. They have reconfigured the way it is put together, with an introductory blurb. The Family Literacy link is coming soon. Ruth talked with Susan Pannebaker (PA) who did it last year. There are specific links that fit last year's theme, and the committee is trying to make it more generic so it won't have to be changed each year. Subcategories will be added.

Last time the board met, Ruth felt that the group was not specific on what was wanted for letterhead. She said that the logo has been put on the website now, and looks pretty good, but the board did not decide about whether or not we wanted to have the designer create letterhead. Barbara Huntington (WI) said that the quote was pretty high just for putting a design on paper. She wondered if we couldn't just do that ourselves. Ruth said that there are lots of different formats (jpeg, etc.), and Barb Huntington (WI) asked if we couldn't just make a template. Stephanie Stokes (CA) said we just need an electronic format. Karen Day (ASA) suggested it could be put in the members only section of the website. Ruth said that still would not address who is going to design the page. Barbara Huntington (WI) said that she will ask her graphic designer to do it, and it should not take much time at all. She will use the address for North Central. Stephanie Stokes (CA) asked if she could include a small statement about the 501(c)3 status so that when it is used to request a donation, it will make a difference and make it easier to negotiate discounts. Ruth said she might just send the disc and keep a copy. Cathy Howser (AR) mentioned the problem with unauthorized usage of our letterhead. Barb Huntington (WI) suggested that Cathy Howser (AR) and Karen Day (ASA) would be the keepers of the template, and they could give it out on an as-needed basis to those who request it. Ruth Metcalf said that she would like to see it after it is designed. Barbara Huntington (WI) said that she will send it to her after it is done for approval, then will send the file.

At this time, Ruth Metcalf (OH) had to leave the meeting.

Marketing & Public Relations Committee Report – Stephanie Stokes

Stephanie Stokes (CA) said that she had sent out her report, but Karen Day (ASA) said that she had not received it. Barbara Huntington (WI) said she had not been able to review it due to getting sick. Stephanie thanked Barb for audio file PSAs. Stephanie reported that the PSA is up and out. About eight states have not yet come forward for their packages. The Paws & Claws audio sound files are done, and the Teen/YA versions are being written and will be done soon. Sara Groves from the Montana State Library, formerly from the ALA Public Information Office is writing them. There will be at least three audio PSAs. Barbara Huntington (WI) said that she would volunteer Wisconsin and schedule time to have them recorded. Since the launching of the PSA tape, Stephanie has begun getting requests from individual librarians for a Teen/YA PSA tape. Thanks to Sara and Barb this will be a nice bonus for the Teen/YA librarians to get some kind of

custom PSA at no cost. We have audio PSA budget monies left so Spanish versions will be included as well.

Stephanie said that Patti Langley is working on a “Best Practices” survey. The David Shannon interview has been completed and is now on the CSLP website at <http://www.csllpreads.org/PDF/dsinterview.pdf>. The Russell Walks interview will be delivered by April 5, 2006. Several press releases have gone out. Her report shows web statistics, which were quite favorable. The sound files went up on January 1, and as of February 20, there were about 2500 sound files viewed. For the video PSAs that went up on January 29, as of February 20, there were over 1300. Other statistics are in her report.

Stephanie submitted the PSA to the *PRNetwork*, which is fifth in line behind ABC and NBC Networks in size. They provide TV screens at the check-out lines in a variety of stores. Wal-Mart, Albertson’s and Shaw’s play PSAs as part of their commitment to nonprofits. This TV feature is not in every store. Wal-Mart has used their system to help find 100 abducted children. *PRNetwork* was extremely interested in the Spanish version as well as the Audio Sound Files.

Stephanie reports that she distributed the 2007 PSA RFP with her report. She is seeking recommendations for film production companies. Barbara Huntington (WI) said that she could check with universities that might do that, and that could bring it to a smaller scale than what we have done in the past. Karen Drevo (NE) said that she has heard of a really good company in Iowa that does educational and promotional type film work. Karen Day (ASA) said that she will check on that. Karen Drevo (NE) thought it was in Des Moines because she had met a university student who had worked for them. Cathy Howser (AR) said that she had found a few typos and duplications and she will send those to Stephanie later. Stephanie said all of that will be fixed before it is sent to Melissa.

Cathy Howser (AR) asked if the current timeline is feasible, and Stephanie thought it would be close but it could be thrown off because of the mid-summer timing of final individual artwork pieces. Karen Drevo (NE) said that the artwork for 2007 should be wrapped up in time for annual meeting, and from there, the PSA for 2007 can start in June. The only concern Stephanie has is that the component pieces will probably be drawn separately and the committee will not be reviewing those until June or July. If we end up going with Weston Woods, they will want to animate the artwork and we will just have to do it the best we can. The PSA Committee must wait for the completion of work by the Children’s Manual and Vendor Relations committees before they can begin. This is one of the reasons Stephanie is on these committees and the reason the Children’s Manual and Vendor Relations chairs are on the Marketing & PR committee. Fortunately, the Children’s Manual committee has detailed draft versions of the manual to show a production company so they can at least get a feel for the theme. Stephanie will also share the artwork and final poster.

Barbara Huntington (WI) said that there is a regional group of librarians in Wisconsin taking a stab at a 15-minute video for a school visit. They said they will let CSLP mount

it on their webpage. It is generic, just something being done as a trial. Barb said she could send it to Stephanie on DVD. Stephanie can then convert to a file format that the CSLP webmaster could then mount on the CSLP website.

Barbara Huntington (WI) said that she read the feedback that Julie Tomlianovich collected on the PSA. She said that the initial response of the entire committee to whom it was shown at her regional conference was absolute hilarity. It was aired at two workshops, and now they want a teen PSA. They also want a generic PowerPoint to use for school visits. This has come up before, and no one was sure what kind of PowerPoint is wanted. Stephanie said one of them is in Pennsylvania and the person said she would come up with something, and we will see what she might be talking about. Maybe that would give us more direction.

Julie Tomlianovich (KS) said that the PSA would have been great for Creature Feature, but she said she found it hard to relate to the Paws, Claws... theme. The feedback she got was from people who work with children and people who are youth services consultants. They watched it over and over and had lots of discussion about it. One lady just loved it, but admitted she had to see it several times before she realized that the animals were disguising themselves as a person. Comments regarding the snake in pant leg ranged from dark and creepy to creative and different. Julie Tomlianovich (KS) said that she felt the expectations were established by the bright colors and whimsical feel to David Shannon's poster art. Barbara Huntington (WI) said the big question is whether the membership wants to keep trying on the PSA, and Julie Tomlianovich (KS) said absolutely. Stephanie said that this whole process is like any other thing we have developed—it has gotten better over time, as we learn more about what we like and don't like. We added a teen manual and hopefully will be adding two CDs to the manual package, etc. Barbara Huntington (WI) said there have been no complaints about the quality issue like there were with the first one. Stephanie said all feedback is passed along unedited to the next producer. Everyone agreed that these are getting more and more refined through experimenting with an assortment of styles to suit our needs and discovering our likes and dislikes. The possibility of having actual animated artwork is very exciting and will be the next great step.

Membership (ORC) Committee Report – Cathy Howser

Cathy Howser (AR) said that she has had several conversations with Julia Meredith (MI) lately. It has been a horrendous year for her. The good news is that she is changing jobs, and will now be the director of her hometown library, and it will eliminate a long commute and the stress of being at the Michigan State Library. Michigan State Library is now re-looking at their commitment to CSLP and already assigned someone else to deal with CSLP business. Julia will no longer be their state rep and Karen Day (ASA) has the new contact as of today.

Because of this situation, the organizational handbook did not get done this year, and for that, Julia Meredith was very apologetic. She felt that her former organization continued to take on new projects and grants, without releasing earlier projects and grants, and these

projects had to take priority over CSLP business. Julia kept hoping things would loosen up, but they did not.

Nancee Dahms-Stinson (MO) has agreed to run for the chair of the Membership committee. Cathy feels that Nancee would do a good job, and knows Nancee has a commitment to seeing the organizational handbook completed. Julia had collected and assembled some information about various procedure manuals from other organizations. As soon as Julia is settled and cleans her office, she will send that on to Nancee as a starting point. Cathy conceded that maybe it was not such a bad thing not to have tackled the organizational handbook this year. We now know better how things are going to operate, and we will be in a better position to commit it all to writing. Julia Meredith (MI) will be attending this year as the state rep for Michigan one last time.

Stephanie Stokes (CA) asked who the state rep is for Nevada, and Karen Day (ASA) said it was Karen Starr (NV), the assistant administrator at the Nevada State Library and Archives. Stephanie Stokes (CA) said that, based upon recent contacts with them, she thought they might be trying to hire someone new. Karen Day (ASA) stated that Nevada does not have a Children's Consultant, that Sue Graf was the Literacy Coordinator. Someone asked about Corey King (NV), the children's librarian in Carson City, NV, and it was confirmed that he has requested information about the annual meeting. Jim Rosinia (NC), however, will not be at the meeting, due to a conflict with his annual quiz bowl. The Governor's office requires that he be there for that.

Children's Manual Committee Report – Julie Tomlianovich

According to Julie Tomlianovich (KS), the manual committee has in their hands the last chapter from Patti Sinclair. Their comments are due back by March 3. The people who have responded have absolutely loved what she has done for 2007. Several said that they could not get a handle on this theme until they saw Patti's work. Patti is excited about the things she was able to do and what she found. Julie felt she did a wonderful job putting the manual together. She hopes everyone will appreciate what went into this and what Patti did. Karen Drevo (NE) asked how long she has been doing this, and Julie Tomlianovich said 3 years. Julie said that Patti is starting to be able to run with it. Barbara Huntington (WI) said that it helps so much to be able to come to the meeting and hear the discussion. Stephanie Stokes (CA) asked who pays her meeting expenses, and Cathy Howser (AR) said that Highsmith pays her expenses and we pay her meals. Julie Tomlianovich asked if she could get a raise this year, and Barb Huntington (WI) said that Highsmith pays her contract fee, and it is up to their negotiations what she makes. Julie Tomlianovich said that we need to send a letter to Highsmith about how valuable she is.

Julie Tomlianovich brought up the problem of getting the 24 or 25 people on the manual committee to respond to requests for feedback. The same people respond over and over, and there are not that many of them. When she asked Mary Cameron (IA), the former chair of the Children's Manual committee, Mary just said that they either respond or they don't. Karen Drevo (NE) confirmed that it is the same with the Vendor Relations Committee. There are just a handful of people who consistently participate in the discussion, and that only represents about 25% of the team. Barb Huntington (WI) said

that this has just been a crazy year for a lot of people. Eventually, as the group gradually turns over, a core group will emerge. Julie Tomlianovich said her biggest complaint is the ones that don't even acknowledge her email. Stephanie Stokes (CA) said some are on the road and can't always be expected to respond immediately, but they may be able to respond two months later when they are back in the office. Karen Drevo (NE) said that many of the things she needs feedback on must be done quickly if she is to be able to use it, and she does not always know who is in or out. Stephanie Stokes (CA) said that the trick is to get as many people as you have to have on your committee to ensure the maximum response that you need in a pinch. Barbara Huntington (WI) said that another way to look at it is that those who are unhappy are most likely to respond, so if you don't hear much response, you can expect that folks are generally happy. Think of it as flushing out objection instead of seeking approval. That way, if those same people are unhappy later, they will not have the right to complain because they could have responded in a more timely way. She added that those who feel most strongly about the results need to be on the committee so they can air their opinions before the decision is made. Julie concluded that she would still like to hear that they got the email, even if they are late with it.

Julie stated that the 2006 manual evaluation will go out by the end of February on the email list. She will again ask state reps to solicit comments from their libraries, compile the results, and send them to her in one email. She will compile their compilations and have it ready by the annual meeting.

Julie sent out an email asking for slogans for 2008, and she got hundreds of people responding about what they want. (She thanked each and every one of them.) As of Monday, she had 130 different slogans, with many repeats in the group. Barbara Huntington (WI) suggested that that is far too many to present to the larger group, and perhaps the committee could narrow the list to the top five choices before the meeting in April. Julie Tomlianovich (KS) said that she will be asking the state reps for their top choices in advance of the meeting. Barbara Huntington (WI) suggested that we should also be doing this with the teen theme, to reduce the amount of time used up at the annual meeting on theme ideas and get more to theme decision. Barb mentioned that we are still working on having translators available to translate the top 3 themes during the meeting, and we will need the same thing from Kim Patton (KS) for the teens.

YA Manual Committee Report

Kim Patton (KS) was unable to be at today's meeting, but she submitted her report online. She is in Missouri with Nancee Dahms-Stinson (MO) presenting workshops. Her report mentions that she is soliciting bug themes for 2008 and working on a teen manual evaluation.

Vendor Relations Committee Report – Karen Drevo

Karen Drevo (NE) distributed her committee report. She has sent out an email soliciting input on the CD that accompanies the manual, one for the children's librarian and one for the young adult librarian. Since Donna Broder resigned from Highsmith and Kim came on board, there is so much for Kim to absorb that there was an inadvertent oversight. We

don't have to worry that it will happen again. People have asked to be able to manipulate and customize the artwork. Karen is working to determine all of the things people want to see on the CD. Matt also wants to know, and if we can get our requests to Highsmith before the annual meeting, perhaps they can have time to look into our requests and determine which are possible and which will cause problems. At the very least we can get logical explanations for why certain things are not possible. In the long run, we will ask for everything we want, and we will get more that way.

Karen Drevo will be sending out on the listserv the request for incentive suggestions and a request for names of artists for 2008 artwork.

The YNK poster is a work in progress. It has been very helpful to have rules of use posted on the website. It helps to be able to refer people to that to answer their questions. Karen is still getting lots of questions on the rules, however.

The YA Manual committee is currently updating its manual specs, so we can put some time and thought into that. The Children's Manual committee will be doing the same in the near future. Karen Drevo said she is hoping we can get to the point where a lot of people respond to Kim Patton (KS), Julie Tomlianovich (KS), or herself with advice and suggestions instead of blindsiding them at the meeting with complaints. Julie Tomlianovich (KS) related an incident where a person who received an email from Julie requesting theme slogans for the 2008 program responded to the email with a rant about why she was being bothered about 2008 when all she was concerned about was 2007. However, this person was not on Julie's committee. Cathy Howser (AR) said that many members are not aware of how far ahead we have to work to make this program happen. Karen Drevo (NE) said that anyone that had time to send an email had time to think about the question. Barbara Huntington (WI) said that much of the criticism we receive is unfair, considering how far we are willing to go to solicit input and feedback. Much of the criticism could have been handled through the committee process.

Cathy Howser (AR) asked about a request for plastic bags. Karen Drevo said she could not get it for the woman in Washington. The woman could make up a bag of her own as long as she used different artwork. It was explained that if she was going to another vendor to have an item made, she would just need to use a different font and a different image. Karen said they let her do it and now it is going to be a clean slate. She seemed fine with that answer.

Cathy Howser (AR) asked if we are going to be sent a vendor sample box like we have received in the past, and Karen said we will. Stephanie Stokes (CA) said that one woman gave her 40-70 samples for everyone at the meeting to look at.

As far as future program artists, Stephanie Stokes (CA) said she would like to put in a request for Harry Bliss (*Diary of a Worm*, *Diary of a Spider*). Julie Tomlianovich (KS) requested Gail Gibbons.

Stephanie Stokes (CA) also mentioned that she has been in contact with a woman who is an editor for BookLinks magazine. She was impressed that we have all of our themes chosen so far in advance. They discussed the possibility of perhaps doing a future issue of BookLinks on the Summer Reading Theme.

Stephanie Stokes (CA) asked if Karen Drevo (NE) would be interested in getting the names of movies that are scheduled for release in 2007-08 or on DVD at that time. Karen Drevo (NE) said if she had that, it could go into the manual. Julie Tomlianovich (KS) added that we could put it on the listserv, too. Barbara Huntington (WI) said that she would suggest it for the manual, but she does not know how to find the lists like Stephanie Stokes (CA) does.

Announcements

Cathy Howser (AR) announced that the next meeting will be at the annual meeting in New Jersey on Wednesday, April 19, 2006, at 3:00 pm, EDT. It is scheduled to last only two hours, so we will have to talk fast since our meetings usually take longer than that. Barbara Huntington (WI) asked if this is our last teleconference, and Cathy confirmed that it is.

Conclusion

Karen Drevo (NE) made a motion to adjourn the meeting, and Julie Tomlianovich seconded it. Upon vote of the committee, the motion passed unanimously. The meeting was adjourned at 3:18 pm, CST.

Submitted by Julie Linneman, Secretary to the Board, February 27, 2006
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