

CSLP Executive Board Meeting Minutes
Chauncey Conference Center, Princeton, NJ
April 19, 2006, 3:00 pm EDT

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

Guests: Mary Cameron (IA), Holly Henley (AZ), Laura Lee Wilson (OH), Patricia Obst (NJ), Susan Pannebaker (PA), Kay Taylor (AR), Mary Furlough (AR), Patricia Froehlich (CO), Nancee Dahms-Stinson (MO)

The meeting was called to order by President Cathy Howser at 3:05 pm.

Cathy Howser (AR) began by making sure everyone had either turned their Administrative Services Agency Evaluation Form or brought a copy with them to finish by the end of the meeting.

Introductions were made and guests had an opportunity to introduce themselves.

Cathy Howser (AR) asked if there were any additions or corrections to the minutes of the last meeting in February. Karen Day (ASA) pointed out that Barb Shultz (ASA) had attended the meeting, although she was not there at the very beginning. It was pointed out that Patricia Froehlich (CO) should not be listed as a Board member, as the diversity committee is an ad hoc committee. Some discussion ensued about the issue of international members which was discussed at the February meeting, and about whether or not there had actually been discussion about movies scheduled for release in 2008 in the upcoming manual. Julie Linneman (KS) said it was discussed but she could take it out. Ruth Metcalf (OH) made a motion to approve the revised minutes. The motion was seconded by Karen Drevo. Upon vote, the motion passed unanimously.

Treasurer's Report: Jan Wall (ID) directed everyone to her Treasurer's Report, which will be presented to the membership at the meeting. Some funds have been encumbered, but the total stands at \$451,109.85. She also presented the Profit and Loss statement for the year ending December 2005. It is clear that our income has far exceeded our expenses for several years. The conference expenses will be much higher in New Jersey (2006) as compared with North Dakota (2005). The second Profit and Loss statement shows the short year for January through May 2006. It appears particularly skewed because it shows higher expense than revenue. However, that will be remedied in the next fiscal year, beginning in June. Most income is collected in the fall while most expenses incurred in the spring. So far, there has been income of \$4,000 and expenses of \$20,000.

The final page is the Proposed Budget for 2007 fiscal year (June 2006-May 2007). The income was an estimated guess, based on anticipated membership levels of 40 states and based on the current fee structure. Manual income is estimated to increase, with shipping and handling as a "pass-through" (listed as an income and later as an expense). Rebates and gifts are probably estimated somewhat low, but that was intentional. Interest on the CDs and savings account is calculated at \$15,000 in the fiscal year. Rates of return are 4.1% for the savings account, 4.65% on the \$50,000 CD due in July, and 4.77% on the \$100,000 CD that due in 17-months. A decision will need to be made in June as to what to do with the \$50,000 CD. The current plan is to do "laddering," where due dates are staggered and there is always an upcoming CD to reinvest or use every six months. Total estimated income for 2007 fiscal year is \$405,000. Some discussion followed about tracking in-kind donations (such as the PSA) as income, but Jan Wall was

uncomfortable with mixing intangibles with cash. Karen Day (ASA) suggested that this could be tracked in a separate report. Stephanie Stokes (CA) felt that it could be important if these entities giving to CSLP report the value as a donation to a nonprofit and had concerns that it might make a difference if we were audited. Ruth Metcalf (OH) agreed that not mentioning them could raise red flags at an audit. Karen Day (ASA) might need to check with an auditor on how those are to be reported, but for purposes of handling our cash assets, that would not be a help. Barbara Huntington (WI) mentioned that another value of keeping track of donations is that if the sources of those donations goes away in the future, it will make it easier to budget for things that we might have to pay for.

As far as expenses for the 2007 budget year, the conference will be held in Oregon, and we have preliminary figures that show expenses will decrease from the 2006 level. With 40 states each getting one room for 3 days (at \$150/room), the room costs for state reps will be \$18,000. The cost of providing rooms for committee chairs (8 chairs x 3 days x \$150/room) will be \$3,600. The cost of meals for everyone is calculated at \$20,250. There will be one off-site meal for \$4,500. Additional equipment expenses are estimated at \$10,000. There are also budgeted costs for officer's airfares, rooms, and meals. Auditor expenses have been included for two audits (2006 and 2007 fiscal years). Administrative fees were estimated, but those may need to be re-negotiated. With 20% more states joining, there is a corresponding increase in administrative work level, and the Administrative Service Agency needs to be compensated accordingly. Office supplies budget was maintained at the same level. The amount needed for the Public Service Announcement left some questions, but the budgeted amount stayed the same because the RFP is still in process. Stephanie Stokes (CA) said she is comfortable with the amount in the budget. The amount budgeted for the website logo looked fine to Ruth Metcalf (OH), who will be doing an RFP after this meeting. She assured there would be some cushion since this was an estimate. Miscellaneous travel was left in the budget, although is only needed periodically. Telephone and conference call charges are in the budget along with the fees for the dedicated line (toll free) and fax. This amount was decreased due to the fact that there are fewer conference calls than first anticipated. Lines 18 and 19 of the budget show separate manual costs, which are broken out for the first time. The contract with Upstart has been \$13,000 for the manual, but now it is being split into \$11,000 for the children's manual and \$5,000 for the teen manual.

Line 20 is a totally new item reflecting the desire of the Budget and Finance Committee members to see some of the budget used for enhancements or rebates or some time of tangible benefit for CSLP membership. One idea discussed was the possibility of paying Upstart to provide free shipping on all orders. While this would be an easy thing to accomplish, it may not be the most effective use of the funds. There have been lots of ideas from the Vendor Relations Committee. There is also some concern that if we do something too quickly, it won't be well planned. If there is a desire on the part of the group to do something this year, it was recommended that we pick something simple and easy to implement. Stephanie Stokes (CA) asked for clarification on the procedure that will be used to decide the use of these funds. Budget and Finance Committee will make a recommendation to the Executive Board saying what amount they are comfortable with in terms of expenditure, then it will be up to the Executive Board to determine the way it will be used. Stephanie complimented the Budget and Finance Committee on the time and effort that has gone into this plan. Jan Wall (ID) stated that this is the first year we will have a budget that the membership will be voting on and using in the upcoming fiscal year, but she feels our past experience has given us a good basis for projecting costs. Barbara Huntington (WI) mentioned the need for translating fees, and Jan Wall (ID) said this will now be covered in the "Professional Fees" line item. Ruth Metcalf (OH) asked what other professional fees we might have, and these were clarified as financial advice, legal advice, contract for services for the disabled. If any committee had a need for any type of professional expertise, this is the line the expenses would go into.

Kim Patton (KS) made a motion to accept the Treasurer's Report, and Bonnie Kunzel (NJ) seconded the motion. The motion carried unanimously.

President's Report: Cathy Howser (AR) gave a list of the things we have accomplished in the past year. We negotiated our copyright issues, got things translated, enabled the Administrative Services Agency to accept credit card payments, obtained a toll free line, and prepared a formal budget. We now have 36 member states with commitments from 5 other states. We will be at 41 member states by the end of next year, and have fielded inquiries from other states as well. Cathy shared a map she created showing member states in pink, partial member states in blue, incoming states in orange, states which are not in CSLP in green, and the one state that pays for its school libraries to be members (only Missouri). Ruth Metcalf (OH) was asked if the map could be scanned and placed online. The full list of accomplishments is in the President's Report.

Nominating Committee: Cathy Howser (AR) stated that the nominating committee did its work, and ballots will be going out to state reps. The President-Elect will be Mary Cameron (IA) and the Secretary will be Carol Baughman (KY). All other officers and committee chairs will stay the same.

Budget and Finance Committee Report: Jan Wall (ID) reported that the last conference call was to adopt the budget. They filed for an extension on income taxes so that both years can be filed at the same time.

Technology Committee: Ruth Metcalf (OH) said that the biggest thing done this year was the redesign of the website. The committee was commended for its hard work and members were commended for giving their input. The question arose about the logo design that was sent to Barb Huntington (WI) so stationery could be created. It was clarified that the design was received at the end of March during a two-week vacation, but the graphic artist will do a stationery design. There are some new sections that have been added to the website on family literacy, adult summer reading, and services to disabled children. Ruth said that she is planning to ask members who suggest new things for the website in the future to assist with creating them. Increasing website input from members is a big need for this committee. The areas still to be worked out are how to handle commercial vendors that want to be listed on our site, what to include in our members only area (and what it should be called, so as to eliminate confusion by those who expect something different than what is there). It was suggested that, besides meeting minutes, it should also have the budget posted. Many have said that they want the website to be more than just a collection of links.

It has been a big job to collect all of the various evaluations on the manual, incentives, PSA, etc., and having a composite evaluation will be a big help. Some discussion ensued about the use of Survey Monkey which could not only provide an online evaluation tool, but it would automatically compile the results. Problems cited with the use of Survey Monkey included: wanting the official state reps to be the only ones surveyed on behalf of their state (as one individual library that was dissatisfied could skew the results to make it seem that all in their state were dissatisfied), wanting to retain individual narrative comments, the fact that those who are unhappy are most likely to respond, having separate sections for children's and YA manual feedback (in case they like one and don't like the other). Ruth Metcalf (OH) requested feedback on the survey questions from committee chairs.

Local Arrangements: Bonnie Kunzel (NJ) welcomed everyone to New Jersey. She hoped that the conference would live up to everyone's expectations. She was able to arrange for 3 special events:

- David Lubar, children's author, will make a presentation to those who can attend on Wednesday evening. He writes fantasy, science fiction, and humor, and *Dunk* is set on the New Jersey boardwalk. One of his publishers, Tor Books, sent two boxes of his books (Flip), which will be given to all attendees and signed by him after the presentation. A goodie bag was also put together by the marketing department that will be given to everyone at registration, which includes free books and other summer reading information from New Jersey.
- On Thursday evening, there will be buses taking everyone to Princeton Public Library, a brand new facility that was recently opened. Director Leslie Berger, who is the incoming President of

the American Library Association, will not be available (she is currently in Mexico), but they have arranged for a wine and cheese reception, tours of the library, and an initial bus tour of the town of Princeton.

- On Friday evening, buses will take everyone to the Jersey shore and boardwalk, which has just reopened for the season. Dinner will be at Martel's Tiki Bar at 8:00 pm (they will be closing just for us), with time to explore the beach, boardwalk, and shops before dinner. She assured us they have more than just seafood. There will be no cost for the bus, but the meal will cost \$28.

The New Jersey Library Association Conference will begin on Monday, April 24, with a preconference, followed by regular sessions on Tuesday and Wednesday. CSLP members were invited to attend, and will only be charged the same rate as state members. Cathy Howser (AR) and Nikole Wolfe (KY) will be attending.

Marketing and Public Relations Committee: Stephanie Stokes (CA) said the report is much the same as her last report. The Russell Walks interview has arrived. Three audio sound files for Creature Feature will launch tomorrow (Thursday, April 20). The RFP for the 2007 PSA is nearly ready to go, will be mailed to everyone online, and will go out as soon as it's approved. One company, Brackett Productions from Des Moines, IA, has expressed interest. If anyone has additional production companies that might be interested, they are requested to share the contact information with Stephanie Stokes (CA) so that she can send them the RFP as well. They will have 30 days to get back to us. Stephanie voiced some concern that individual components will not be finalized until summer, but she'll work around that if possible.

Membership Committee: Nancee Dahms-Stinson (MO) has agreed to chair this committee, as Julia Meredith (MI) has taken another job and is no longer at the state library. There is a new state representative from Michigan named Deb Bacon-Ziegler, who will be attending this conference.

Children's Manual Committee: Julie Tomlianovich (KS) said that she will type her report formally and send it out when she gets home. The packet will contain the manual reviews by each state. She said that future evaluations will be helped if we decide to use Survey Monkey. Some felt that the 2006 program was too hard to evaluate right now because they haven't used the materials yet. Many simply didn't respond, feeling that they couldn't say until the end of the summer. On our current timetable, we are asking them to evaluate a manual that many of them have not yet used. She felt it would be a great improvement to put the evaluation process at the end of the summer. If we could solicit their feedback in August, the program would still be fresh in their minds. For the purposes of the manual, fall feedback is not too late to make changes in the creation of the next manual. Jan Wall (ID) asked how the information is used, since spring is too late to make any manual changes for the next year. Julie Tomlianovich (KS) stated that it is more long-term correction that is used for the next manual creation cycle. Patti Sinclair is just about to get started on creating the 2008 manual, and fall input can still make a difference. Karen Drevo (NE) said that the incentive evaluation goes directly to Matt Mulder at Upstart. For her purposes, she needs the incentive evaluation in the spring, because it can affect the choices made for the following summer. Upstart does the final incentive selection in June. For that reason, there may need to be separate evaluations for incentives and manual. All agreed, however, the compiling the results would be much simpler with a tool like Survey Monkey, and we could leave a section at the end for all narrative comments.

The manual timeline has changed, at the request of Upstart. The new timeline was received last May or June. Now we will be reviewing the manual specs for purposes of the RFP.

Julie Tomlianovich (KS) received over 170 slogans for bug themes. All the votes were counted and they choices will be covered at Friday's meeting. There is also a preliminary list of themes for 2009. Julie Tomlianovich expressed her sincerest gratitude to Karen Day (ASA) for the outstanding service she

provided and the tons of calls she handled to get the manual completed. The 2007 manual has been completed by Patti Sinclair and distributed to Manual Committee members. She feels it is a very cool manual and hopes folks will be really pleased with it. She created a handout on the chapter suggestions for the 2008 manual, but she will be discussing some changes to them at Thursday's meeting.

YA Manual Committee: Kim Patton (KS) said that bug themes are not going over very well with the teens. She has suggestions for a new RFP for the YA manual. Everyone wants more and better clip art. Her biggest problem is that there are only about five people out of 20 on the YA manual committee that actually respond to requests for help and input. She is looking for more activity on the part of committee members to spread the work out. Maria ? is writing the manual for 2008. She wants to center the chapters around reality TV (e.g., Survivor, Fear Factor, Amazing Race). Stephanie Stokes (CA) shared that MELSA has a good working CD for their program that we should take a look at.

Vendor Relations Committee: Karen Drevo (NE) said that she hopes everyone is happy with the artwork for 2006. She thought the art turned out quite well. She has gotten good feedback from the Nebraska librarians. The vendor contract was signed in early October. This was the first time it was gone over thoroughly by an attorney. That will greatly improve the contract process in the future. They are still going through the Mark Teague artwork for 2007 and tweaking the YNK artwork for 2007.

A question came up last October about a copyright issue that had not yet been addressed. It sparked some suggested changes to the wording of the copyright statement that will be addressed at this meeting. The problem dealt with the posting of our artwork on the websites of outside vendors. When confronted, these vendors said a particular librarian had given them permission for usage, which is outside the scope of the librarian's authority. We also had vendors and performers who requested to be listed on our CSLP website because their product/services were of benefit to all the members. Another concern involved the selling or giving away of past manuals. If they are going to someone in a member state, and they were a member state during that program year, it is a different matter than if they are giving or selling them to a non-member. The recipient will not have permission to use anything on the CD or any artwork that goes with the program. So, Karen Drevo (NE) is suggesting additional wording to the policy statement about unauthorized permission to post artwork.

Karen Drevo (NE) felt that there are many things that we are putting on our regular website that should only be posted in our "members only" section because of copyright issues.

A list of artists was compiled for 2008 artwork. They got suggestions from all over. The Vendor Relations Committee will narrow the list. Cathy Howser (AR) said it is important that the membership gets an opportunity to have maximum input on this, so she suggested they narrow the list to 5-7 names. It was also mentioned that the Princeton Public Library will have a display of recommended illustrators' works, so that folks can see their styles before the final vote. Barb Huntington (WI) stated that we need to reiterate to state reps the importance of placing a copyright statement on their website when artwork is posted there. Ruth Metcalf (OH) said that copyright restrictions should be covered at state workshops rather than assuming that everyone is reading this material online.

Karen Drevo (NE) said that she had worked with her committee on coming up with ideas for things CSLP could pay for that would benefit CSLP members the most. They are currently in the process of narrowing their list, which will be sent to Bonnie Kunzel (NJ) and the Executive Board.

Barb Huntington (WI) said that she is not getting all of the attachments on the e-list. She knows this based on postings from folks referring to samples she has not seen. This has been a problem for her for about 4 or 5 months. Sometimes she does get attachments, but not always.

Karen Drevo (NE) thanked everyone on the Board for their work, and gave out bracelets to all.

Committee chairs were notified that if there is anything they need during the conference to conduct CSLP business (e.g., faxes sent, copies made), the Chauncey Conference Center business center will handle it and keep an account for CSLP.

Diversity Committee (ad hoc): Barb Huntington (WI) and Patricia Froehlich (CO) have been in discussion about a proposed bylaws change to make this a standing committee. Their charge would be to help with translations, review artwork for diversity, provide oversight of the translation process, and make sure that any translations are not just word for word but properly express the thought intended. There were issues this year that indicate perhaps proofreading is not being done on the Spanish materials after typesetting.

Ruth Metcalf (OH) moved to adjourn the meeting, seconded by Julie Tomlianovich (KS). The move to adjourn passed.

Cathy Howser (AR) adjourned the meeting at 4:55 pm.

Submitted by Julie Linneman, Secretary to CSLP