

CSLP Board of Directors Meeting Minutes
Teleconference, Monday, June 12, 2006
12:00pm, CDT

Attending

Bonnie Kunzel (NJ), Jan Wall (ID), Cathy Howser (AR), Julie Tomlianovich (KS), Kim Patton (KS), Nancee Dahms-Stinson (MO), Stephanie Stokes (CA), Ruth Metcalf (OH), Karen Drevo (NE) (joining late), Karen Day (ASA), Barbara Shultz (ASA)

Absent

Mary Cameron (IA), Carol Baughman (KY)

Call to Order

Bonnie Kunzel (NJ) called the meeting to order at 12:06pm, CDT.

Minutes

There were no minutes from the April 19, 2006 meeting submitted for approval yet. Cathy Howser is substituting as secretary at this meeting.

Treasurer's Report

Jan Wall (ID) stated that all the financial reports have been available on the website. It is still very early in our new budget year (FY2007), which began on June 1, 2006. The budget is the same one we saw in Princeton at the annual meeting. Looking at the Profit & Loss sheet, our net income is -\$2,594.56. However, this is not cause for alarm. We expect to show a loss for the short FY2006 year because our conference expenses are incurred in FY2006 but the majority of our income will come in FY2007. Most of the conference expenses have not been recorded as yet. Our ASA is still trying to analyze the 87 page bill from Educational Testing Service before we pay them anything beyond the deposit they have already received. On the Balance sheet, we show a balance in the checking account today of \$36,926.73, with \$247,547.49 in savings and \$150,000.00 in CDs. Accounts receivable shows \$26,467.45, leaving us with total assets of \$460,941.67. This is not an end-of-year report yet.

Jan reported that we filed for an extension on our IRS reporting. That will enable us to report the full 2005 year (Jan-Dec) and the short 2006 year (Jan-May) at the same time. The auditor has the 2005 information and will be getting the 2006 records from our ASA shortly. We need to file by mid July.

The Budget and Finance Committee has not met yet so there will be no report from them today.

President's Report

Having been president for only twelve days, Bonnie Kunzel (NJ) did not have a report at this time.

Past President's Report

Cathy Howser (AR) reported on her work in establishing an ad hoc committee for long range planning as was voted on by the membership at the annual meeting. This committee would analyze all the ideas and suggestions from the committees at the annual meeting and beyond, making a recommendation to the Board and membership about how to best use our resources to benefit the members. The committee would have representation from all the standing committees and the Board but would not be the Board. Ad hoc committees are appointed by the president, so Cathy has worked on the appointments while she was still president and with Bonnie as she is beginning her term. In developing the list of prospective committee members, she was looking for people who have expressed interest in the work of our various committees and who would represent different parts of the country and different levels of experience. Cathy read the tentative list members, asking for further suggestions from the board members. There was discussion about the officers that need to serve on this committee. It was felt that the Treasurer definitely should be at least an ex officio member if not full member of it. Since it is an ad hoc committee at this point, our normal term limits would not apply. It was felt that the committee should have some latitude in defining their charge and membership makeup. Jan Wall (ID) suggested that this committee may need to meet face to face at some point and that is money is available to allow for that, if needed. With the Board's approval, Cathy will contact the prospective members about serving on this new committee.

Committee Reports

Website Committee

Ruth Metcalf (OH) has emailed minutes from the Website Committee Conference Call held on June 9, 2006 to the Board members. The committee has established the following four goals:

1. To monitor and update the CSLP website as a committee
2. To assist in the review and writing of a webmaster RFP
3. To respond to website issues in a timely manner
4. To market and brand CSLP utilizing website resources (including migration of all listservs to the CSLP domain)

In assessing the website, they will be looking for more balance between children's and young adult materials, user friendliness and ease of navigation. Changes in organization of the site may be recommended as they progress. Members of the committee have been given specific areas of the site to review and edit for content and balance. In most cases, two people will be working together to evaluate a section. It was felt that the Young Adult material should have its own section. Services to the Disabled Youth may need to have a separate section also.

Ruth (OH) brought up the possibility of migrating the listservs to our cslpreads.org domain as a way to help market and brand our organization. There has been some discussion with our webmaster about how to do this. Melora Norman (ME) was going to check on what would be involved also. Karen Day (ASA) has also explored the options already. Karen said that our current webserver that handles our listservs could easily add

our domain and continue to direct them to NCLSA for maintenance very transparently. Several people felt that it was very important that the ASA continue to maintain our listservs and provide the personal contact we are accustomed to receiving. And it is part of their contract to do that.

Ruth Metcalf (OH) made a motion to give NCLSA the authority to explore options for making csclpreads.org our domain for our listservs and other communication tools. Julie Tomlianovich (KS) seconded the motion. Motion carried.

Because Melora Norman (ME) is working on the Services to Disabled Youth section of the website, Ruth Metcalf (OH) brought up Melora's desire to create a special packet of materials for use with this audience that CSLP could subsidize in some way. South Dakota has translated the manual into Braille already, including tactile graphics, and has it available for purchase for anyone interested. She was suggesting that CSLP might work with SD on this project, to possibly develop a lower cost product or an enhanced product.

Stephanie Stokes (CA) then brought up the concept of Project Development Grants to be given to individual member states to develop projects that could then be used by all CSLP members, such as the Braille, etc.

There were numerous questions from Board members and much discussion about these suggestions. They centered on who the potential audience would be for the packet, how it would differ from what is already available, how many we would need to produce, how much it might cost, what other enhancements might be appropriate, and how all members would benefit. This discussion focused on visually impaired youth but we recognize that there are also many other special needs groups that we might need to include in our efforts. This is probably an issue for the Diversity committee to handle.

There were also many issues raised about the grant concept. It was felt that it was a completely different topic that should be discussed separately. It is really about research and development, which may be an area that we want to fund. There would need to be a whole grant process established, including criteria, applications, review committee, etc. However, it probably should be one of the suggestions to be considered by the new ad hoc committee for long range planning.

Ruth Metcalf (OH) made a motion that the CSLP Board give the Diversity Committee the authority to explore and research a special reading program package for services to youth who use the National Library Service for the Blind and Physically Handicapped services. Nancee Dahms-Stinson seconded. Motion carried.

In one more item, Ruth has sent the Webmaster RFP to all Board members to review. She is seeking additional suggestions of potential interested companies that would want to receive the RFP. Our current webmaster's contract ends on April 30, 2007. We are requesting the bids be returned by January 5, 2007, which should give us time to review and select a bid in plenty of time.

Marketing and Public Relations Committee

Stephanie Stokes (CA) reported that the 2007 PSA RFP has come back from the lawyers at Scholastic, with a few minor revisions. She will be sending it to the board members for review.

Children's Manual Committee

Julie Tomlianovich (KS) reported that the 2007 committee members have been doing the final review of the manual. She is still waiting for some of the chapters to be come back from members. June 16 is the deadline to return all comments to Matt Mulder at Highsmith. Then it will go to the professional proofreaders for two weeks before it goes to the printer. So the 2007 committee is almost finished with their charge. Julie reported that the 2008 committee is ready to start their work.

Ruth Metcalf (OH) brought up the idea of consolidating our member surveys into one big survey per year. Julie Tomlianovich (KS) wants to see this done also. It was felt that the chairs of the committees involved need to agree on what questions need to be included on the survey. Ruth has done some preliminary work on compiling the questions that were used on the various surveys last year. The survey should probably be done in August or September, after people have actually used the program. The survey could be posted on the member's only section of our website to be completed electronically. There would need to be a special password to get into the survey. It would need to be completed by all member libraries, not just the state representatives. Nancee Dahms-Stinson (MO) requested that we include a drop down menu to identify which state each respondent represents. There is software available to compile results, such as Survey Monkey. Barb Shultz (ASA) felt that it would not be a problem to send results to committee chairs as needed. The narrative data can be collected but cannot be compiled by the software, like the quantitative data can.

Ruth (OH) will send her preliminary compilation of questions to all the involved parties as a starting point to develop the new annual survey. Then they can confer.

Vendor Relations Committee

Karen Drevo (NE) joined the meeting at this point (1:30). The main issue she wanted to discuss was the question of providing a rebate or price cut to members, such as we discussed at the annual meeting. If we are going to do that, it needs to be included on the order form, which means we need a decision by late July. There was much support for the idea of free or reduced shipping charges. That would benefit all members equally, based on how much of the program materials they used. We had discussed covering all of the shipping costs at the annual meeting. That was before we knew there would be at least a two percent increase in shipping costs from Highsmith, due to fuel cost increases, etc. If we were to cover all the shipping costs in 2007, we may or may not be able to continue it every year. It would cost about \$200,000. For some states, that could create a problem because the next year's budget is based on the amount spent in the current year. Trying to do a reimbursement would be a problem for some states, as they cannot accept them. That would also be a nightmare for the ASA to work out. Nancee Dahms-Stinson

(MO) suggested that CSLP cover the 2% increase for all libraries. Then Julie Tomlianovich (KS) suggested that CSLP cover 5% of the shipping costs for all libraries. That would still create a problem for some states. Jan Wall (ID) felt that we really should do something this year to subsidize the costs to libraries, but that we also need to allow the new ad hoc planning committee to do its work. They can look at the impact on all states and consider all the options.

Karen Drevo made a motion that CSLP cover the cost of the increase in shipping for our members in 2007. Ruth Metcalf seconded. Motion carried. Jan Wall (ID) mentioned that there really needs to be a statement on the order form indicating that CSLP is subsidizing the shipping costs for libraries.

Karen Drevo also brought up that Bark Magazine has expressed interest in using our 2006 poster art to run a blurb in their publication mentioning that many libraries in the country are doing pet friendly reading programs this summer. They would not be partnering with a particular library. The question is: do we want to allow a national for-profit venture (this one or any others that might ask) to use our poster art to mention our program? There was discussion about how we might be able to control the way it would be used. Could we insist that they use our press release? Not really. Could we insist on seeing the final copy before it appears? Not really. It was felt that we need to establish some guidelines to cover this kind of situation. We could have our attorney draft a form letter granting permission to use the art in certain ways, which could also be accompanied by our press release. We would also need a letter drafted to send to potential violators that use it without permission. It was felt that most reputable journalists would not abuse the rights we might extend to them. And the free publicity would be a good thing.

There was also a question raised about the artwork for the life size stand-ups. We would like to have software (very high resolution) that would allow us to create our own. Karen will convey that request to Highsmith.

Teen Manual Committee

Kim Patton (KS) reported that Matt Mulder is sending out the teen manual for final review now. The committee has been looking at t-shirt designs and clip art since the annual meeting.

Membership Committee

Nancee Dahms-Stinson (MO) did not have much to report as yet. She has received the packet of materials from the previous chair, Julia Meredith (MI). She does have a list of items to be addressed and is trying to determine the best way to approach the project without requiring multiple called committee meetings. She wants to provide opportunity for the total membership to see what they are working on and to have input.

Diversity Committee

Patricia Froehlich (CO) was not able to attend this meeting. Stephanie Stokes (CA) was standing in for Patricia. The main issue for them is their status as a committee. Currently it is still an ad hoc committee. There was a request made at the annual conference to

make it a standing committee. We thought that it would require a change in the Bylaws, which would need to be done at the next annual meeting. However, according to Article 7 Sections 1 and 2, the Board of Directors can establish a standing committee if it deems it necessary.

In considering their request, we need to determine if there will be an ongoing need for this committee to continue its work. It was certainly felt that we need them to continue their valuable work in support of the diverse populations we are trying to serve indefinitely. It will add another person to the Board, hence increasing our expenses somewhat.

Nancee Dahms Stinson (MO) made a motion that the Diversity Committee become a standing committee of CSLP. Stephanie Stokes (CA) seconded the motion. Motion carried.

Just to clarify, Patricia Froehlich (CO) was elected chair of the Diversity Committee at the annual committee. Rhonda Putney (WI) will be working with her as a vice chair.

Julie Tomlianovich (KS) said that according to Matt Mulder, Highsmith has hired a new translator to do the 2007 program. The Diversity committee has worked with a poet translator in the past, who may be the same person Highsmith has engaged this year. There may be some confusion as to whose responsibility it is to have the translations done. Nancee Dahms-Stinson suggested that we make sure that the responsibility for translation work is clarified and specified in the next vendor RFP to avoid any future problems.

New Business

Future Meeting Dates

Future Board Meeting dates were tentatively set for:

Wednesday, September 13, 2006

Wednesday, December 6, 2006

Wednesday, February 7, 2007

Wednesday, June 13, 2007

We will also meet in Portland OR, on April 11, 2007, before the annual meeting.

The regular part of the meeting ended at this time.

The Board went into closed session at this point to discuss personnel issues. Barbara Shultz (ASA) and Karen Day (ASA) left the meeting.

