

CSLP BOARD OF DIRECTOR'S

2018 Fall Retreat

October 9-12, 2018

Crowne Plaza Memphis Downtown

Wednesday, October 10

Present: Luke Kralik, Josephine Camarillo, Brianne Newton, Jamie Chipman, Deanne Dekle, Matt McLain, Chrissie McGovern, Sally Snyder, Anne Lemay, Beth Yates, Cindy Christin, Karen Day

Call to Order Chrissie McGovern 9:04am

Consent Agenda

Move that we accept the consent agenda by Snyder, seconded by Dekle, passed

Minutes from September meeting

August Financials

2017-2018 Audit Not meeting with auditor this time

What is the purpose of the annual meeting?

TS3 doing t-shirts and fulfillment work; they are expecting 197 pallets of materials from Demco. Their insurance covers our materials; we are the beneficiary.

Art work sent to design team; Kralik showed the flyer for Universe of Stories. Rules of Use discussed; we have lockdown on any item in our catalog. We can create a program that meets the needs of our members.

Goals for the Retreat:

- Develop a vision for the Annual Meeting
- Create guidelines for an Annual Meeting Steering Committee
- Create a plan for Board Recruitment, Nomination, and Composition
- Create guidelines for the Rules of Use

Minor Goal: Begin selection process for 2020 incentives

Kralik asked the board to take 5 minutes to think about the purpose of our annual meetings and write answers on sticky notes. We walked through the ideas posted on the wall to look at ideas for a steering committee to plan our annual meetings.

IDEAS:

Face-to-face communication

Meet, discuss, share

Learn

Keep membership involved

Providing language and tools

Trends

Unify? (discussion follows about the meaning of unify for CSLP)

Leaders on top of trends

Prepare state leaders to roll out information

Expectations of CSLP leadership, membership, state reps

What is the role of state reps? (long discussion re: expectations of state reps)

Share, collaborate

Decisions, ability to justify what we do

New leaders

Improve ideas

Come together, plan, improve CSLP, celebrate

Communicate with members

Emerging trends, research

Share best practices

Connect

State reps empower their libraries

Feedback

Products

Collaborate

Update membership

Collect ideas

Relationships, have our say, vote

Committees to meet

Preview art work

Set goals, introduce slogans

Elect board members

Include membership in board meetings?

Small group discussion

Transparency

How to include new members into annual meeting (discussion about this)

Goals & direction

Making decisions, introducing ideas

Educating others

Next task is to turn these ideas into general guidelines. We posted sticky notes of the general ideas into themes: collaborate, educate, goals, change, membership. Opened up for discussion. Encouraged CSLP to include all age summer reading at annual meeting: kids, teens, adults. In all of our discussions, include teens and adults; be mindful of all age groups.

Goal is to put together a list of guidelines and instructions to the steering committee that will plan the annual meeting. Main themes:

- Collaborate
- Discussion
- Educate

Is it a meeting or a conference? Some members can't attend a conference. Maybe it is a meeting with an educational component. Relationships really important. Excitement about the program. Art, theme, etc. brings in enthusiasm. Flow chart of the process of choosing themes and artist would be helpful to members.

1. Communicating changes

We would like to ask the committee to design the annual meeting with a variety of ways to engage our members: large group, small group, writing, activities, voting, etc. September meeting date may help generate ideas.

2. Communicate what committees do. Maybe have a **committee fair** and state reps can walk around to see which committee to join? State reps could send out info on committees to their members in each state. . . consistent messages. Excitement pieces: products, art work, sneak peeks (allow reps to share)
3. Rules of Use for 2020 changes
4. Feedback: design survey of participants of what they would like to see at future meetings (with Statistics Committee)
5. Include opportunities for state rep input:
 - discuss and vote on themes (already narrowed down by committee). . . more depth on what makes good themes, topics, etc.
 - products petting zoo, or way to interact with products
 - re-cap of each day's agenda and reflection
6. Statistics Committee findings
7. What's coming up next: invite illustrator (?), roll out program
8. Tools for librarians to take back to their states; tools for doing summer reading presentations in our states
9. Hands-on programming, educational presentation – RELEVANT

Discussion about changes in the incentive purchasing and how we are trying to replicate what Demco has done. Choices will be limited and we need to explain to our membership about these changes and why we are making the change. Instead of getting a bag of possible incentives, we will send a box of items to

each state for presentations. Suggestion: Each session/meeting starts with why we are doing this and why it's important.

Who will be on the steering committee?

- Attendance to CSLP
- Experience in conference planning, professional development
- Board member (Josephine will chair)
- 6 members
- Ex-officio: Luke and Karen

Open application for past participants (mailing list from past three years). **Next CSLP meeting September 16-19, 2019 in Indianapolis.** Draft agenda to members sent out at least three months in advance. Will finalize the draft/brief agenda at our April 7 board meeting. Steering committee will get draft agenda to board by March 15.

Survey out by November 7 board meeting; deadline for applications would Wednesday, November 21. Board will finalize committee members at the meeting on December 5.

Criteria for membership and survey

Name, library, survey

Position with CSLP and Library

How many meetings have you attended (Check box: 0 1 2 more than 3)

Do you have professional development/conference/workshop planning experience?

If yes, please describe:

What strengths can you bring to this steering committee:

This will get sent out to all participants over the last three years (several hundred). CSLP will cover the costs for the steering committee to attend the annual meeting.

Approval plan? We will add to our monthly agenda items for discussion, and our president can determine when items need to be voted upon.

Annual meeting budget: Anne Lemay

Highest cost is food and lodging (extra day was added)

Westin (\$200), Memphis (\$129), Indianapolis (\$209)

Usually travel is under budget

Shipping, shredding, and copying costs are second highest

Ideas to save money: Not doing dinner, using same hotel chain, visiting the same city. CSLP is saving money with less PSAs and cutting back costs on manuals
Plans for our own store front are becoming reality.

After discussion it was decided that we will continue with a 3 day meeting, will continue to provide meals, and offer some entertainment. General discussion about logistics getting to and from annual meetings.

Discussion about state rep and plus one. Luke shared some stories about the current budget. Good time to talk about expectations. Our numbers are somewhat conservative, and we will make more money in the future. Not having an annual meeting in this budget cycle will save money. We are not making money yet, but we have to get beyond 2020 first.

Maybe we can set up CSLP grants to allow states to apply to bring another member. We can change our fiscal years if we want; no reason to change now but we can in the future. Day recommends we get through the year and wait until we have our storefront up and have cash flow.

Decision about whether we own our own products in the future. We have a two-year contract with TS3 for t-shirts and fulfillment services through 2021. We have a contract with Demco for print goods and incentive items (signs, banners, etc.)

Contract will stay about the same in terms of when things will be shipped, but TS3 is planning to ship out as orders come in. We have not yet addressed the issue of backorders.

CSLP will continue to have a presence at state conferences. We may need a marketing person at some point. California, Minnesota, Illinois, and Virginia are the states we need to reach out to. A new flyer has been designed to reach libraries in those states.

Recessed board meeting until Thursday, October 11.

Meeting began at 9:02am on Thursday, October 11, 2018

Looked at artwork for 2020 by LeUyen Pham. Comments were that posters are beautiful and we discussed offering art without age limitations

Discussion turned to “What is the role of the CSLP Board of Directors?”
We wrote down our own personal roles on a sticky note.

IDEAS:

- Making big decisions, lead organization, represent org., advocate
- To be visionaries, support staff, listen and act on membership, oversee, address needs of members & communities, offer new ideas
- Listen to members, set tasks, lead, collaborate, communicate, move forward
- Discuss issues, advance CSLP, address concerns, make financial decisions, communicate with members, negotiate (Board actually oversees Luke who negotiates)
- Lead to provide annual program, recognize need to change, pass the torch, be an example of professionalism, seek ways to involve members, procure new members

- Lead the org into future, communicate goals transparently, good stewards, focus on mission and goals, keep membership excited and invested in CSLP
- Provide vision, hire staff, oversee business, insure right direction, experience & diversity
- Provide leadership, make decisions, set direction, meet goals & objectives, communicate mission, promote to non-members
- Provide vision, manage change, provide resource options, individual expertise
- Make visions into reality, provide movement forward, prioritizing membership needs, oversee inner working
- Determine vision and mission, delegate, evaluate, guide operations
- Lead CSLP, advocate to libraries, librarians, & stakeholders, connect membership across the nation

Overall themes for Roles of the Board: Advocate, Management, Leadership, Vision, Move Forward, Collaborate, Communicate, Listen, Good Stewards

We discussed charging the steering committee to design an activity to gather input from our membership at our annual meeting. This could be a positive factor in helping maintain our organization; it will help to stabilize and connect our members.

Job descriptions were handed out for board members to pair up and revise job descriptions. Important that members understand what the board does, and that we are no longer a working board since Luke has been added. We broke into groups and edited job descriptions, and were directed to complete job descriptions by **end of November**.

Timeline

We need to look at adjusted timeline in light of our annual meeting change. We also need to look at board terms and stability of the Board. Current slate method creates a continuous Board but is not reflecting the wishes of the membership.

McGovern explained that Board terms will end December 2019. New board elected at annual meeting in September 2019 and term begins January 2020. Gives new board three months to attend monthly meetings (non-voting) but gives some time to transition. McLain will be chair of Nominating Committee. Slate will be put together by June 1 so they can make travel arrangements to annual meeting.

Terms now are two-year terms; Kralik points out that we can change term lengths as long as we keep them one, two, or three year terms (in year increments rather than 18 months, for instance). Job descriptions should require that committee chairs have been current members of their committee. We discussed the idea of having past committee chairs be available to help the elected chair, especially for the Vendor Committee. Kralik reminded Board that the vendor timeline can be changed as we move away from Demco.

As we improve our goal to better communicate what it is to be a Board member, we will encourage more members to agree to run for positions. Concerns: Board consistency, changes over the course of projects, ability to meet request of members, staggering positions, and bring in new and keep old members. There was talk at the annual meeting that we would have elections in spring 2020, but members may prefer elections held at annual meeting.

Resumed meeting at 1:05pm

Current board composition and term limits. Coming up for election in September 2019: President Elect, Secretary, Treasurer, Membership Committee Chair, Vendor Chair, Member-at-Large.

Newton would prefer a liaison for each manual committee. Kralik suggested that perhaps this become a paid position in the future. If staggering is working correctly, we may keep some of the Board if some members are re-elected. How do we provide continuity for our Board? How do members share their concerns

and have a voice? Are Executive Board positions elected in the same way as other positions?

Options to current slate method:

CSLP used to have 16-18 Board members and started over with a core group, and then added two new member-at-large positions. We can expand or condense our Board as needed. Discussion about how members run for office. Michigan Library Assoc. has a nominating and development committee. 19 people nominated themselves and MLA chose to run 9 of them. McLain would like to use this as a model, maybe including membership on the Nominating Committee. Talked about history of contested and non-contested elections.

Recommendation to have nominating committee at the Committee Fair at the annual meeting. Discussion about making our Board more approachable at our annual meeting.

Steps: (1) make Nominating Committee more visible, year-long and, (2) make Board more approachable.

Decided that Nominating and Development Committee will have five members. They will determine if people can run for president again. Board feels people should not run for president twice. This committee will expand their previous role by informally developing candidates.

Members-at-large will serve one two-year term only; we will increase to four positions from current three. Membership will elect from a slate of candidates; top two candidates would win if there are two seats open. McGovern would like the Nominating Committee to determine guidelines and then the Board will decide on term limits at another time.

Kralik brought up Rules of Use for discussion:

- Program year
- Exclusive vendor

- Artwork distributed with manual
- Copyright release – Luke can write releases at this time, currently does not charge.
- Licensing levels
- How does artwork connect to revenue? \$10,000 for art is essential for our program; we can't run a program without art. We are not trying to recoup our costs.

Let's keep rules simple for our base user; can be more complicated for power users and vendors.

3:14pm Executive Session called to discuss personnel issue

3:24pm Snyder moved to go out of Executive Session; Lancaster seconded.

Returned to Rules of Use discussion. Lemay asked if it is still applicable that after 18 months we cannot post any artwork but we can use it for internal library use. Rules are there to avoid art being posted years after without artist permission. Trademark versus Copyright. . . "Libraries Rock!" vs. art. Trademark is protected only during the year CSLP is being used.

Discussion about Rules of Use, t-shirts, etc. From David McCauley on we are the owners of the artwork. Copyright release now: we have 90 days to use X image on shirt to print 100 shirts. License expires after 90 days. Other considerations with this issue: bidding process, turn around time. . . Committee will explore a per item licensing fee. Decided to continue to sell both manual and artwork together as in the past.

Revisited discussion about school libraries using CSLP program. Kralik directed us to not add to the charge of what CSLP and Rules of Use are doing; this is a much larger issue.

Board members looked at Rhode Island Novelty catalogs.

Meeting resumed Friday, October 12 at 9:05am

Looked at art from Salina Yoon.

McGovern asked for responses from Board about direction of CSLP. We hope to be more responsive, ask for input, and listen. Board will be sure to introduce ourselves to the members. We can all wear CSLP shirts the first day and some way to encourage conversation: Ask Me, Talk to me about CSLP, etc.

Day provided a brief summary of the Springboards law suit.

Kralik will type up guidelines for steering committee, application to join committee, and questions. Board members will edit job descriptions and email. Lancaster proposed seating options for our annual meeting to be discussed by steering committee. Yates and Day will work together to talk to conference hotel about meeting space. Day shared an idea to have a placemat at each table at meals for Board members.

If you receive any comments on trademark concerns, please forward to Kralik and he will respond. Lydie Hudson and Melissa Scholz advise CSLP on trademark issues.

2019 manuals should be live for all members by tonight, October 12. Day will send instructions to all state reps.

Newton encouraged manual ideas for 2020 from everyone.

McLain moved to adjourn the Board retreat and Dekle seconded. 10:02am

