

CSLP Board Meeting Minutes

Wednesday, January 3, 2024

2:00 p.m. EST

11:00 am PST/12:00 pm MST/1:00 CST/2:00 pm EST

1. Roll Call – Melissa Hooke

In attendance: Donna Throckmorton, Kate Smith, Lysha Thompson, Deborah Dutcher, Cathy Lancaster, Evan Bush, Erin Groth, Katie Perkey, Sue La Paro, Angela Germany,

Dawn Krause - Executive Director

Melissa Hooke - Admin

Alyssa Graybeal - Manual Managing Editor

Not in attendance: Jasmine Rockwell

2. Call to Order – Donna Throckmorton at 1:01 pm CT

3. Welcome New Board and Guests - Cari Hillman, Sara White, Janet Dwyer, Jeni Schomber, Rachel Milburn, Anna Foote, , Beth Yates

4. Approval of the Consent Agenda

a. December 2023 Board minutes – Kate Smith

b. December 2023 CSLP Treasurer Report - Deborah Dutcher

Kate Smith moved to approve the consent agenda; Katie Perkey seconded. Motion carries.

5. Executive Director Update – Dawn Krause

Executive Director Report in meeting file. Dawn also shared during the meeting that January 2nd had hundreds of orders placed in the store. Several state orders will need to be input by Dawn and Melissa.

6. Unfinished Business

a. Banking – Dawn Krause - Need to get a bank account for deposits only, near Melissa. The 802 Credit Union, approved at the December 2023 board meeting, required nonprofit status within Vermont as well. M&T Bank is approximately 20 minutes away and has the option for check scanning. Cathy Lancaster made a motion to open a bank account within proximity to Melissa

2024 Board Members

President Donna Throckmorton

President-elect Kate Greene Smith

Secretary Lysha Thompson

Treasurer Deborah Dutcher

Past-President Cathy Lancaster At Large Evan Michael Bush

At Large Erin Groth

At Large Katie Perkey

Vendor Jasmine Rockwell

Membership Susan La Paro

Manual Liaison Angela Germany

Executive Director Dawn Krause

Administrator Manager Melissa Hooke

Manual Managing Editor Alyssa Graybeal

to allow for physical deposits. Authorized users on the account would be Dawn Krause, Deb Dutcher and Melissa Hooke. Melissa will open the account and get signature authorities to Dawn and Deb. Deborah Dutcher seconded. Motion carries.

b. Stamps.com/Debit Card – Dawn Krause reported USPS is saving the organization quite a bit but will need a dedicated card (\$1,000 per day maximum will be sufficient). Online payment is the only option for the site. Charges are currently maxing out the credit card. A dedicated debit card for Stamps.com will rectify the issue. Kate Smith made a motion to allow for a debit card to be used for Stamps.com purchases. Evan Bush seconded.

Discussion - The bankcard can switch easily between debit and credit as needed based on cash on hand. A postage machine may be better to do in the long run but should see how the first year with Stamps.com goes. Authorized users on the debit card will be Dawn Krause, Melissa Hooke and Deb Dutcher, Treasurer. Motion carries.

c. Board Liaisons to Committee Chairs - Donna Throckmorton - see attached list of committees and board members assigned.

8. New Business

a. Board Agreements – Reminder from Donna Throckmorton that board members will need to complete and send to Melissa by Jan. 10th.

b. Representatives in non-member states – Donna Throckmorton - representation for states that are not full member states. Important to serve all of the libraries who use the program and should have input choosing slogan and theme. How can CSLP better serve the libraries who order from the store, that are from non-member states? Dawn has asked IT to produce a report on non-member state orders so far this year. Illinois and Alaska are represented. Donna plans to speak with both representatives to inquire how they handle conversation/communication with their libraries. Cathy asked if a checkbox could be added to the order form for opt in to the newsletter. The emails would have to be input to MailChimp. Dawn stated MailChimp does integrate with WooCommerce.

9. Committee Business

a. Symposium Recap – Donna Throckmorton

Symposium was a great success, with over 1300 attending throughout the day. 254 evaluations have been submitted. Donna shared the evaluation responses summary through screen share and discussed results so far.

Which session(s) particularly made an impact?

- 39 Simplifying the Adventure of Summer: Observations from a Storyteller
- 41 2024 Manual Highlights: Adventure Begins at Your Library!
- 46 Once Upon an Adventure: Practical Tips to Promote Your Library
- 101 Taking the Adventures Outdoors: Programming and Partnerships
- 46 All or mentioned more than 3 of the sessions as most impactful

While the favorites were about equal, attendees seem to appreciate practical sessions that help them develop programming ideas.

b. Social Media platforms – Cari Hillman - The organization currently maintains FaceBook, Instagram, Twitter, and Pinterest platforms. New members to the social media committee have expressed interest in adding TikTok. The platform would be engaging a younger demographic, has potential for wide reach, and has the ability to cross post on platforms. Younger librarians are using it. Librarytok is extremely active. Could hashtags usage be encouraged by member libraries when posting to the platform about summer programming?

A clear purpose and goal would need to be set before making a decision. Equipment would be needed for recording. Creating posts would be time consuming. The platform has been controversial and is banned on government devices in some states. Cari will report back to the committee to discuss the input from today. Should the committee opt to proceed with TikTok, Cari will come back to the CSLP Board of Directors with a formal proposal.

Cathy suggested keeping the Twitter handle up to see where the platform goes in the next few years.

c. Theme/Slogan update – Sara White/Rachel Milburn - co-chairs have been meeting. A CSLP survey will be made available to state reps to use for input from libraries. The survey will ask members for two suggestions. State reps would still submit the top five suggestions for their state. State reps would have access to results as would the committee. Sara shared a possible survey. All state reps will have access to the results spreadsheet. A second survey will be used for state reps to submit. The Toolkit is currently being put together and will likely go out early next week. State reps will compile suggestions and submit to the committee February 16th-29th. Members in non-member states will have an opportunity to submit suggestions.

10. Review Action Items – Lysha Thompson

1. Debit card specific to Stamps.com - Dawn Krause
2. Local to Melissa bank account to allow physical deposits. - Dawn Krause

3. Work on MailChimp plugin for Newsletter opt in on order form - Dawn Krause
4. Donna and Sue will talk with State reps from Alaska and Illinois
5. Board Member Agreement send to Melissa by Jan. 10th - all

11. Announcements & Other business

- a. Board Retreat week of May 6, 2024 - Nashville
- b. Tentative Annual Meeting week of August 27th/September 23rd 2024 - Denver

12. Comments from guests

13. Adjournment - Next board meeting: **February 07, 2024**, at 2:00 pm EST via ZOOM

Motion to adjourn by Kate Smith. Meeting adjourned.

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2024 Committees	Chair	Board Liaison
Artwork	Wendy Day, Chair	Jasmine Rockwell
Budget & Finance	Deborah Dutcher, Chair	Deborah Dutcher
Child & Community Well-Being	Carol Waxman, Chair	Donna Throckmorton
Inclusion	Abby Chumin, Chair	Erin Groth
Manual - Editor	Alyssa Graybeal, Editor	Angela Germany
Manual - Adult	Greta Funk, Chair	Angela Germany
Manual - Children's	Christina Stuck, Chair	Angela Germany
Manual - Early Literacy	Angela Germany, Chair	Angela Germany
Manual - Spanish	Deborah Kinirons, Chair	Angela Germany
Manual - Teen	Caitlin Hill, Chair	Angela Germany
Membership	Susan La Paro, Chair	Sue La Paro
Outreach	Jennifer Redford, Chair	Kate Greene Smith
Social Media	Cari Hillman, Chair	Cathy Lancaster
Statistics	Barbara Williams, Chair	Katie Perkey
Theme/Slogan Co-Chair	Rachel Milburn, Co-Chair	Lysha Thompson
Theme/Slogan Co-Chair	Sara White, Co-Chair	
Vendor	Jasmine Rockwell, Chair	Jasmine Rockwell

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