



July 19, 2019, ABOS Board Meeting minutes

Susan called the meeting to order at 2:03 p.m. Central Time.

In attendance: Susan Parkins, Cathy Zimmerman, David Kelsey, Lori Berezovsky, Tina Williams, Kim McNeil-Capers, Michael Swendrowski, Zach Roberts, and Katrina Ford, Rose Huling

Absent: Wendy Ramsey and Brock Hutchison

Secretary Minutes

The May 17, 2019 Board Minutes have been distributed to all board members and reviewed. Zach moved to accept the May Minutes as written. Michael seconded. Motion carried.

Note: The June board meeting was canceled due to scheduling conflicts with several board members.

Treasurer's Report

David reported that the Finance Committee met at the end of June. They discussed the Bank of America account and whether or not to keep it. The account has \$3000 in it and isn't used much, but it is convenient to have when we need to make deposits at conference sites. The committee decided to keep the account.

Over 66 people have registered for the conference. This year we have over \$23,000 in vendor support, which is higher than years past.

David will continue to send out his conference snapshot each week.

David thanked the Finance Committee for their contributions and work.

President's Report

Meals covered for ALA Expenses: Per meeting notes, "Cathy and Tina recently attended ALA to represent ABOS...This is beneficial for ABOS and our connection with ALA. Currently, ABOS offers a stipend of \$900 each for two people to attend. Cathy has spent \$476 of that amount for her airline travel. Her conference fee was supplied by ALA and her hotel was generously picked up by Tina's library since they shared a room. She would like to submit her meal expenses of \$225.91 which still keeps her far below the \$900 allotted stipend. At this point, ABOS has not covered meals for reimbursement in the conference or site visit stipends."

The board discussed whether or not this should be an exception or if all meals at ALA would be covered. We discussed having this written up as a procedure and considered issuing a set per diem. David will write up a procedure for consideration at the August board meeting that will include hotel, travel, and meals up to a to-be-determined per diem.

David motioned to reimburse Cathy \$225.91 for meals during the ALA Conference. Michael seconded. The motion carried with 9 votes for and 1 vote against.

Past President Conference Fees: Per meeting notes: “There have been some years past where the ABOS Past Presidents gave a presentation about the history of ABOS, how to get involved and a general question and answer session [which allows them to register at the Presenter rate]...Whether they provide a presentation or not, I would like to propose that they are offered a discount conference rate. For example, for the presenters this year we offer a discount that just covers their meals (\$200). I would like this to be the standard for all Past Presidents. They put a lot of time and effort into the organization, with some of them reaching retirement not long after they have served their time...It would be continued support and appreciation for what they have done for ABOS and will hopefully encourage them to remain involved. There is a lot of wisdom and experience that we don’t want to lose when they are out of the immediate board.”

The board discussed giving the Past Presidents a conference discount. In 2015, the board voted on and approved the creation of an ad hoc Past Presidents Committee. This committee should be added to the bylaws noting that the Past Presidents should be members in good standing. Members of the ad hoc committee would get the Presenter’s conference rate if they present or offer a round table discussion. It would be good to have them involved in board meetings as ex officio members, to have access to their ABOS knowledge and history. Past Presidents should meet annually (in the form of their presentation or round table at the conference). Past Presidents may or may not be active and will naturally drop off after retirement.

Mobile Services Handbook - Update: Per email from Amber Hayes, Outreach and Communications Program Officer for ALA ODLOS: “I’m going through a few of our resources and I noted on the list a Mobile Services Handbook that was created in 2008. From a quick glance, it looks like some of the content was created by Michael and from other presenters during Annual conferences. I’m wondering if we should revive this. It doesn’t have to be a listing of presentations throughout the years (nor does it have to be this long). Rather, a quick Bookmobile 101 toolkit might be helpful for people who are just entering their position and are overwhelmed. Here is a toolkit ODLOS worked on recently with some members: http://www.ala.org/aboutala/sites/ala.org.aboutala/files/content/Literacy%20for%20All_Toolkit_Online.pdf Generally, ODLOS has identified members who were interested in creating the content and I can step in with editing and the visual of it all. This would be a great project to get ABOS members involved in.”

Amber would like us to update the Mobile Services Handbook or come up with a Bookmobile 101 tool kit. The board agreed that this would be a good project for ABOS members to contribute to. Tina suggested contacting Ann Plezak who talked of revising the handbook in the past and may have started work on it. It was decided that we will create an ad hoc Mobile Services Handbook Committee in 2020 to work on this.

Committees

Advocacy: Kim reported that the committee is working on sharing outreach and bookmobile stories for the summer. The committee could also help with the Mobile Services Handbook.

Awards: Cathy reported that the committee has received 19 Carol Hole applicants, 5 John Philip Excellence in Outreach nominees, and 13 Bernard Vavrek applicants. The application deadline is July 31. The committee will choose the Carol Hole awards first to accommodate our conference registration early bird deadline and should have all the award winners selected by mid to late August.

BOIR: Michael reported that the committee met today and had a very productive meeting. They decided to split the fundraising subcommittee into smaller chunks such as social, government and associations, to better share the workload.

The committee is finalizing details with Iron Moose. The board authorized Michael to sign the contract after sending it out to the board for review and commentary. He will do that via email. Beta testing has ended.

Bylaws: Tina reported that the committee plans to meet to go over changes they've made to the bylaws so they can bring them to the board in August.

Conference Planning: Susan reported that the tentative conference schedule was sent out to the board. All of the presenters have been contacted, and all have agreed to present. They will offer poster sessions to those who didn't make the cut. Connecting Conversations will take place during breakfast, but won't be forced or structured. Many networking opportunities present themselves naturally. A sub-committee will work on Networking Nite next.

Vendors: Cathy reported that all the vendors are registered for the conference. Several offered gifts for a raffle. Hoopla sent Cathy a huge box containing earbud bags, stylus pens, pop sockets, letter openers, and informational pamphlets to add to the attendee bags; 300 of each item. We will thank Hoopla and any others who donate goods for bag stuffers in the conference booklet.

Conference Booklet: Lori will be responsible for formatting and set up of the booklet. All conference information should be sent to her.

Reservations: Susan reported that almost all board members have registered for the conference. She reminded the board to reserve their hotel room soon, as the discounted block of rooms will be good until September 24. Rooms will still be available after that date, but will not be discounted.

Long Range Planning: Susan reported that she had Shonna look at Ohio sites for an upcoming conference. ABOS originated in Ohio, and it was suggested that we take the conference back there. The Kalahari Resort in Sandusky, Ohio is a possibility for 2024. We received a tentative contract was shared with the Long Range Planning Committee. The committee's questions have been sent back to Shonna. They are awaiting a response from Shonna.

Marketing: Lori reported that the July issue of Out and About was published this week, thanks to Rose posting it on the website while Brock was on vacation. Conference merchandise is ready to order and will be done next week. Lori will determine when Marco Promotions needs the t-shirt order so we can look at t-shirt pre-order numbers. (Early Bird registration ends August 19 and Advanced registration ends October 1). Once we know when we need to place the order, we'll take the pre-order option off the registration page, but will let registrants know that t-shirts will still be available to purchase at the conference.

Membership: Katrina reported that the committee has had an ongoing conversation on the best way to promote outreach at the national level. The committee is divided on how to proceed. They thought of creating a mailer and sending it to those who attended ALA and PLA (in 2020). With 21,000 people attending ALA this year, that would not be cost-effective. Another idea is to do some marketing via email. Cathy suggested adding something in the ODLOS newsletter to promote ABOS. Katrina will ask Amber if we can post on the ALA Facebook page. Kim suggested a "bring a friend" campaign to increase membership on the ABOS listserv. Lori also thought "Plus 1" would be a good campaign slogan.

Technology: Rose reported that the committee met recently to talk about strategy for the conference. Brock will write up notes on the plan. The committee would like to change our Google Drive to a shared version, where shared files are owned by the team as opposed to the more individual silos that we currently work in. With the shared version you can release or restrict documents as needed. Rose recommends moving to the shared version of Drive. There are no fees associated with our current Drive. Rose will let the board know of any cost, different levels of access, and more. Before moving any documents, Rose will make sure that the board has access and that no information will be lost.

Old Business

ALA Report from Tina and Cathy: Tina reported that 100+ people attended their presentation. ALA should send a link to the powerpoint presentation video soon. It was very worthwhile to do the presentation; so many things are being talked about in the outreach field. A trend is that academic libraries are going into outreach. How can ABOS include them? The poster presentation wasn't well attended; not sure if it's worth the time and effort to take part in this part of the ALA Conference. Something we can improve on is having a Meet-Up at a restaurant for outreach librarians. Outreach librarians are a rare breed at ALA; a Meet-Up would help them feel less overwhelmed at ALA and provide a networking opportunity. Tina was asked to take the lead for the ALA Annual Conference 2020 to put together a Bookmobile Day and parade since

she's in Chicago. Cathy has already started making contacts with ALA vendors from Texas, specifically Dallas, for the 2020 ABOS conference.

Susan reported that she and Cathy will go to Omaha for a site visit on August 4-6. We are still looking for a representative for ALA's RNTLOAK committee.

Upcoming Conferences:

- ARSL in Burlington, VT, Sept. 4-7. Susan and Rose will represent ABOS.
- ABOS Annual Conference in Omaha, NE, Oct. 23-25.
- PLA Conference in Nashville, TN, Feb. 25-29, 2020.

New Business

Michael mentioned that the California State Library has been given a large grant earmarked for outreach services. It's a good time to be in outreach!

The next board meeting will be August 16 at 3:00 p.m. Central Time.

Susan adjourned the meeting at 5:02 p.m. Central Time.