



The meeting was called to order at 2:01p.m. Central Time.

In attendance: David Kelsey, Lori Berezovsky, Karen Bradley, Brooke Bahnsen, Cathy Zimmerman, Zach Roberts, Michelle Fernandez, Rachel Hadidi, Crystal Harris, Robin Rousu

Absent: Rosa Granada

Secretary Minutes:

The minutes from the December 18, 2020 board meeting were distributed and corrections have been made. Lori Berezovsky motioned to accept the minutes as written. Zach Roberts seconded. Motion carried. The minutes will be posted to the website and moved to the shared folder.

ALA Presidential Candidate, Ed Garcia, joined the Board Meeting to promote his bid for office. He outlined some of his experience and goals as ALA President. Ed is the library director for the Cranston Public Library in Rhode Island. He is a current member of the ALA Executive Board, and former council member at large. Ed has leadership experience in the corporate, nonprofit, and library environments. In 2010 he was recognized as an Emerging Leader, and recently his library won the Jerry Kline Community Impact Prize through Library Journal. He currently serves on the account finance and member engagement committees. As President, Ed is looking to gain knowledge by learning from ALA affiliates. He is familiar with ALA's internal and external challenges including the search for a new Executive Director, selling the current ALA building, and building a better virtual platform. Further, he is dedicated to library advocacy and has worked with members of congress, worked on state library funding, and AASL standards for school librarians. He plans to address funding and security impacts resulting from COVID-19.

Treasurer Report:

Brooke sent out the proposed 2021 budget today. She has created two possible budgets to account for both an in-person conference and a virtual conference. Income for 2020 was \$133,173, expenses were \$41,797, ending 2020 with a surplus of \$91,376. The in-person conference has been budgeted with 33% of our regular attendance, which translates to 92 attendees. The virtual conference has been budgeted with 1,500 attendees based on 2020 attendance and room for growth. Vendors have been budgeted conservatively at half of their support this year. Room has been built into the budget for extra Amigos support, for up to 12,000 attendees. Both budgets include standard expenses such as tax preparation, liability insurance, and technology fees.

Brooke and David proposed the budget be approved during the February meeting so that board members can look over the budget more closely.

President's Report:

David welcomed the new board members and asked that they update their information, including cell phone numbers, in the 2021 Board Information folder. He suggested everyone look at Board101 and the how-to videos for Google and Gmail. David encouraged everyone to use their ABOS email account for general board or committee communications. We will be using Zoom for board meetings.

He then discussed his goals for 2021 including promotion, advocacy, and marketing so that we engage our members throughout the entire year, and not just during conference. We will be working diligently on continuing education this year. There will be a Little Free Library Week added which includes a Little Free Library contest to spur interest.

Committee Reports

Advocacy Committee:

Michelle Fernandez anticipates that the committee will have their first meeting in February, once all of the members have been decided. They will update and expand on the state directory that David put together to include regional and local library systems in order to have streamlined and targeted promotions for the conference, awards, Bookmobile Day, Bookbike Week, and Little Free Library Week. The Advocacy Committee plans to update ALA's public facing mobile library handbook as well.

Awards Committee:

Brooke motioned to approve the new 2021 awards structure. Cathy seconded; the motion passed. Rachel Hadidi asked about adding a team or library award to recognize groups because individuals are often part of a team effort to produce new and innovative ideas. David will explore this as an opportunity for future awards.

BOIR:

Zach Roberts and Michael Swendrowski plan to meet next week to strategize publicity to members in order to boost useful information. Lori Berezovsky asked Zach to send her the text and phrases he would like to use so they can add info to social media. Zach has plans for a recurring media blast to social media and state organizations. Cathy Zimmerman asked Zach to follow up with Michael Swendrowski about doing a live fireside chat on Facebook about BOIR.

Bylaws:

Wendy Ramsey, Cathy Zimmerman, and Susan Parkins completed a large update last year and David Kelsey will monitor the bylaws for any additional updates.

Conference: David Kelsey has explained that we are going to monitor the Covid-19 situation and will be planning for an in person conference but will be investigating all options. He asked about our individual library's travel restrictions, due to covid or budget, and asked us to update

him by the end of business day with our ability to travel out of state. He plans to send out a survey for additional results. We do not have a firm decision date, but will plan to give ourselves plenty of time to prepare if we have to go virtual. Cathy Zimmerman pointed out that most in-person conferences are seeing about one quarter of their normal attendance. Rachel Hadidi questioned the feasibility of requiring vaccines to attend. Health requirements would be through the hotel. ALA will be deciding in February if their annual conference in June will be virtual. Michelle Fernandez will touch base with the Missouri Library Association to see what restrictions might be in place for the state and St. Louis.

Continuing Education:

Rachel will launch continuing education this year. Cathy Zimmerman will present the first fireside chat in February with the Federal Trade Commission. Future events will take place in April/July and November/December. There was discussion about restricting these chats to ABOS members and Rachel Hadidi shared the link to the [conference proposal](#) form she created that includes an EDI statement.

Long Range Planning:

Current long range planning is at a standstill while we decide what to do about 2021. Once we have decided 2021, we can focus on 2025. As of now, we have \$13,500 in deposits and may be charged up to \$45,000 for food and beverage for canceling 2021 in St. Louis. If we have to go virtual, there may be an option to rollover this year for a later date at the same facility.

Social Media/Marketing

Lori Berezovsky and the marketing committee hope to have their first meeting in February. She is currently working with Michelle Fernandez and Glenna Godinsky on Twitter, Instagram, and Facebook. She has asked if anyone is interested in being a point person for Pinterest. Currently our numbers are 2,148 followers for Facebook, 337 for Twitter, 140 for Instagram, and 97 for Pinterest. The latest edition of Out and About has been posted. The next issue will be released in April.

Membership:

As of this meeting, ABOS has 348 members which is a 16% increase from 2020, and includes 5 new members last week. Each new member receives the President's welcome letter, an ABOS membership brochure, and an invitation for members to follow up with Crystal. Interest in the membership committee has been by word of mouth. There is a high interest level in the St. Louis area. The goals for the year are to increase membership, add interest through social media, and maintain the Bring1 campaign.

Technology:

Robin Rousu and Brooke Bahnsen plan to meet with members soon and look at the overall structure of the committee.

Old Business:

Post Conference Survey:

Cathy Zimmerman gave the board some highlights.

- 185 people responded
- Respondents started losing interest around question 16; future surveys need to be short and sweet
- 58% were members
- 50/50 attended previous conferences
- Word of mouth brought them in; they heard about through a library colleague or supervisor
- 30% had attended in past and knew the value of the conference
- Whova App - 92% had a great experience with Whova and most used the web version to watch program
- 73% visited vendors
- 90% didn't buy swag
- Virtual Evening Events - 76% did not attend
- 76% would attend St. Louis
- 70% would attend virtually in future
- LOVED department registration rate 80%

ALA Graphics Store:

Lori Berezovsky explained that the ALA Graphics Store offers products for ALA as well as their affiliates. Any sales made will have \$1.50 charge for ALA regardless of total cost. We discussed benefits that include having multiple types of items with images that can be changed out every 6 months. The store would eliminate the need to purchase, store, haul, sell, and re-haul items. Lori has found a graphic designer to create a new logo for us, with 2-3 design modifications for \$130. Lori put forth a motion to approve, which was seconded by Cathy Zimmerman; no opposition, and the motion carried.

New Business:

Committee Members:

David updated the group on the call for committee members that had been posted on the listerv. There were 39 individuals interested in joining committees at the time of this meeting. The Survey Monkey poll closes today at 5pm CST. Future calls will be held through Survey Monkey for ease of use by both the board and ABOS members.

Partnerships:

Cathy Zimmerman updated us on current and new partnerships that have been made in order to continue our effort to be visible. Ongoing partnerships are meant to be mutually beneficial and include the National Libraries of Medicine for continuing education, FTC for Crime Prevention Week, American Libraries magazine articles throughout the year, Libraries without Borders and US Census bureau joined us last year and wish to continue with us. Cathy will be speaking at the Virginia State Library Association's conference on April 23rd regarding bookmobile history and ABOS. Lori has reached out to Emporia State's library school in order to help students interested in outreach find their way to outreach. The goal is to expand to other library schools because outreach is trending in the profession and the students should be knowledgeable before they get to the field. TerraVida, a CBD oil company in Philadelphia, has seen a need for

children's services in inner city Philadelphia and is looking to partner with us for assistance. Cathy was inspired by the UPS float during the Pasadena Rose Bowl parade after noticing that each year's float is literacy based. She has reached out to them for a partnership with a 2022 bookmobile or bookbike float. Ceiba emailed Cathy today. They are a New England area family foundation that has funded bookmobile programs in the past. Additionally, our international partnerships are expanding. Lighthouse, a Canadian organization that helps sight impaired children in Pakistan, is looking to build a bookmobile and has come to us for guidance.

Library Conferences

ALA Midwinter is next weekend. David will have a highlight of News You Can Use. Texas Library Association meets in the spring. David would like to represent ABOS in order to make connections for our San Antonio conference. Rachel can also reach out to TLA through her committee contacts. Cathy made a motion to approve \$89 to send David to the virtual conference. Michelle seconded. None opposed. The motion passed.

Housekeeping Items

Meetings are the 3rd Friday every month 2pm CST and will run 1hr 45 minutes. Check your email daily and cc David at president@abos-outreach.com

Cathy motioned to adjourn and Lori seconded. Meeting ended at 3:27pm CST.

Next Board Meeting February 19, 2021 Noon (P), 1:00 (M), 2:00 (C), 3:00 (E)

Important ABOS Dates in 2021

- Virtual Bookmobile Day - April 7, 2021
 - Little Free Library Week – May 3-7, 2021
 - Book Bike Week – August 2-6, 2021
 - ABOS Conference – October 12-14, 2021

Upcoming Conferences

- ALA MidWinter - January 22-26, 2021
- ALA Annual - June 24-29