



February 19,2021, ABOS Board Minutes

Recorded by Karen Bradley, ABOS Secretary

The meeting was called to order at 2:03 p.m. Central Time.

In attendance: David Kelsey , Lori Berezovsky , Brooke Bahnsen, Cathy Zimmerman, Robin Rousu, Michelle Fernandez, Crystal Harris, Rosa Granado

Absent: Rachel Hadidi, Zach Roberts

Secretary Minutes

The minutes from the January 15, 2020 board meeting were distributed and corrections have been made. Karen Bradley motioned to approve, Lori seconded, none opposed. December minutes have been posted to the website and moved to the shared folder. January minutes will be posted upon approval.

Treasurer's Update

Brooke Bahnsen walked the Board through the end of year report as well as the draft of the 2021 budget, which includes in-person and virtual conference numbers. Cathy Zimmerman suggested that the awards amount be adjusted to \$500 for framing and shipping of all awards. Five thousand dollars has been budgeted for the membership committee in order to recognize new and returning members. Vendor sponsorship has been reduced to ¼ of last year's amount due to continuing financial struggles. Brooke made the motion to approve the 2021 ABOS budget. Crystal seconded, there was no opposition, and the budget was approved.

President's Report

2021 ABOS Conference - David Kelsey shared the results of the 2021 conference attendance survey. There were 551 survey responses. Over 80% of respondents would be unable to attend in-person and 97% would be interested in attending virtually. Only four of the eleven board members are able to travel for conference this year which severely limits the ability to produce a conference. We will propose a virtual conference for the safety of our board members, attendees, and sponsors. Cathy and Shonna will work with the hotel to see if we will owe the full \$45,000 that is due by March 21st or if we will be able to roll it over to another year. David made the motion to hold the conference virtually, Robin seconded, none opposed, and the motion passed.

Committee Reports

Advocacy

Michelle Fernandez provided an update from the social media survey. There were eight responses from social media regarding an outreach spotlight on Instagram about once a week. She will continue to ask for input throughout the year to keep momentum going. The committee had their first meeting with their 13 enthusiastic members. They divided the country up between committee members and started assembling a directory of state and regional library associations. Their next meeting will be March 3 to discuss results.

Awards

David Kelsey announced that the awards pages have been updated through the website. Awards submissions will be collected through Google Docs from April 1 to July 16. The Awards Committee will be contacting library schools at the end of March or early April. There will be no Carol Hole attendance award this year since there is no travel and Cathy will communicate this to Don, the sponsor at ACORE Shelving. Last year's Carol Hole winners will receive a free membership renewal and conference registration for this year.

BOIR

Justin Prescott is the new co-chair for the committee. He has worked with BOIR in the past and is familiar with the website. Michael Swendrowski has stepped down and will provide founding papers and documents to Justin and Zach. We will need to make a big push to the listserv and community to get libraries and communities to add their information to the tool.

Conference

Susan Parkins will be the 2021 Whova app coordinator. The conference app has been established. The technology team will be adding things as they come up. The conference will run Monday through Friday from 10:00am to 3:30pm CST. Featured speakers are Dolly Parton's Imagination Library, 1000 Books Before Kindergarten, and Ryan Dowd.

Continuing Education

David updated the Board with Rachel Hadidi's report. The committee is drafting a letter of agreement for presenters. There is a call for proposals open until March 5th. Past conference presenters will be approached for continuing education proposals as well. Sessions are tentatively scheduled for April, July, and November or December.

Long Range Planning

Cathy Zimmerman is suggesting that we rollover St Louis to 2025 so that we can budget and plan for future additional costs. She suggests that we settle on the destination for 2025 before we try to plan beyond that year.

Marketing/Social Media

Lori Berezovsky met with the marketing committee to discuss goals and distribute tasks amongst the 12 committee members. She plans to put out a call on March 1 for the April issue of Out and About as well as for the Little Free Library entries during Little Free Library Week. The virtual Bookmobile Parade has 57 entries so far with a goal of 200. Entries for the parade will be accepted until March 31. and include bookmobiles and other outreach vehicles. Facebook is up 141 new followers and 54 likes from last month. There are 223 Instagram followers and Twitter is up about 350 from last month.

The graphic designs are ready from our student designer. We will look at two options and must have a decision made by the next board meeting.

Membership

Crystal Harris mentioned that ABOS has over 300 current members, which includes a 7% increase from last month and 18 new members as of January. Institution membership is the second most popular, followed by student memberships. The Bring1 membership campaign has been changed to "All Aboard!" Membership Mondays will continue throughout the campaign. Susan Parkins is the first interviewee, followed by Rick Medrano. Crystal and the membership committee are reassessing a lapsed membership survey to include questions

about how and why the individual stopped their membership. The ultimate goal for members is to be at 500 by 2022.

Technology

Robin Rousu and Brooke Bahnsen have met and are scheduling a meeting in March for the full committee of 13 members. Brooke is compiling and consolidating a master information sheet that includes all of the technology and logins we currently use.

Old Business:

ALA Graphics Store - Lori Berezovsky went over the two options that student designer Samantha presented for us. The Board liked one design better and asked if Samantha could include an ABOS logo somewhere on the shirt.

ALA MidWinter - David Kelsey, Lori Berezovsky, Cathy Zimmerman attended and participated in News You Can Use. They had a discussion with about 160 attendees called Jazzing Up Outreach During Covid-19 looking at what libraries can do to help reach individuals outside of the library. Library Journal and American Libraries followed up for two featured articles. All three are beginning planning for ALA Annual.

New Business:

Partnerships - Cathy Zimmerman completed her first Conversations with Cathy with the Federal Trade Commission. Future ideas include interviews with Meternally and National Outreach Day. In April, she will be presenting to Alexandria Reads and the resulting video will be posted to YouTube. Cathy is trying to organize a Conversation with Cathy to promote the Alexandria Reads event. Lori is currently working with Emporia and various international organizations. TerraVida has been tabled by Covid-19. Cathy is still looking at the partnership with UPS and literacy for the 2022 Rose Bowl Parade. Cathy is organizing a June Conversation with Cathy, Let's Move in Libraries to talk about bookbikes before Book Bike Week. Cathy is trying to organize a Conversation with Cathy in April with Stories in the Cloud for April. ABOS will be featured in the March American Libraries with an interview with Cathy.

Meeting times -- 3rd Friday every month 2pm CST

Important ABOS Dates in 2021

- Virtual Bookmobile Day - April 7, 2021 --- Nat'l Lib Outreach Day (all about outreach, not just bookmobiles)
- Little Free Library Week – May 3-7, 2021; raffling off LFL donated by LFL; and bookbundles of diverse books
- “All Aboard!” Membership Week - June 14-18, 2021
- Book Bike Week – August 2-6, 2021
- ABOS Conference – October 12-14, 2021

Upcoming Conferences

- ALA Annual - June 24-29

Meeting adjourned at 3:10pm CST

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

