



## **ABOS Board Minutes      March 17, 2017**

The meeting was called to order by President Ann Plazek at 4:05 EST.

Present: Ann Plazek, Tina Williams, Brooke Bahnsen, M. Courtney, Marianne Thompson, Kim McNeil-Capers (joined late), Gina Fuller, David Kelsey, Thomas Moore, Michael Swendrowski, Rose Huling

Absent: Susan Parkins

Secretary's Report for February 17, 2017 was approved

Treasurer's Report - Monthly financial report for February 2017

- Michael asked if we had a defined limit of income as a non-profit. Members discussed what amount was acceptable as an income level based on their experiences with other organizations and libraries. Brooke is checking with Amigos.
- The Board voted to comp the lunch fee for Ruth Mahaffy rather than wait for the \$20.00 reimbursement.
- Report was approved.

### **Committee Reports:**

#### **Advocacy** - Kim

- Reached out, there are 8 or 9 members. Next call scheduled for March 20. Kim and Susan were working on an agenda. Committee had been considering a newsletter. Ann asked if this was the same as the one proposed by the Marketing Committee.
- Gina brought up the overlap between Advocacy/Marketing/Membership. The short answer is that Advocacy focuses on why Outreach/Bookmobiles are important; Marketing reaches the public and Membership reaches out internally.
- The Chairs of the three committees were scheduled to meet on March to determine who will be doing what. (Minutes from this meeting are posted in the shared drive.)

**Awards** - David - see later discussions

**BOIR** - Repository/Database – Michael

- Met two hours before the Board meeting.
- Preparing a letter to the State Libraries explaining the project goals and asking for information.
- Looking for partnerships to write the code.
- Funding needed. Looking at resources including possible crowdfunding.

### **Conference Planning** -- Ann & Tina

- Were still waiting for response to Doodle Poll.

### **Long Range planning** -- Ann & Tina

- Talked with John Amundsen and Zina Clark about our concerns regarding anti-transgender bathroom bills at our potential conference sites. They understand that we need to go where Outreach/Bookmobile workers are. The state is alright as long as the site itself is LGBTQIA friendly.
- Charlotte had not been responding to the RPF. Tina and Ann had only heard back from one hotel.
- Raleigh visit was in the works. Now scheduled for this week.

### **Marketing** - Gina

- Gina said the committee had a great meeting.
- Discussed ways we could move forward, what people are using in their daily lives, looking at our branding, developing a mission statement.
- Sent out an email about the newsletter.
- There was a lot of discussion during Gina's report.
- David - we market our Awards to the State Library associations, should Marketing promote the awards given out by these associations?
- Awards/BOIR/Advocacy should collaborate on contact with the associations.
- In the ABOS newsletter, each Committee could be highlighted one month for example, Awards could focus on the State Association awards.
- BOIR timeline for their letters to the State Library Associations was thirty days.
- The Awards Committee begins emailing Graduate schools beginning in April.
- We need to keep track of who is contacting people and the type of communication. Gina will create a spreadsheet.
- Rose began adding meeting dates to the ABOS calendar.

### **Membership** - Courtney/Thomas

- Nothing to report. Linda Elkow from Amigos is adding a checkbox to include whether a registration is new. She will start sending weekly membership reports.

### **Nominations/Past Presidents** - Marianne

- Past Presidents now includes Marianne, Pattie Johnston and Eletha Davis.
- Kathy Totten discovered 60 historical documents that should be added to the Shared Drive.

### **Technology** - Tina/Rose

- The Committee went through all the technology that ABOS uses and assigned everyone to handle one. Some had not been previously assigned.

## Old Business

- **Bank card signatures** - draft of January minutes authorizing changes was sent to Amigos.
- **Budget for 2017:**
  - Removed some line items that we don't separate out. Brooke planned to check with Amigos if we need to have a line item each year for special projects.
  - We agreed to add 2 new Carol Hole Awards as we have extra funds. Last year we had 23 applications for the awards resulting in 20 people being turned away.
  - Ann looked at the difference between the 2014 and 2016. This led to the question whether we could waive the Conference registration fee for presenters. Brooke will look at the 2015 Conference income and estimated income. It would lower the income on the budget by covering the registration fee.
  - Create a special project line of \$9000 for BOIR. This project increases our visibility and attracts membership. The potential loss of the IMLS budget could impact availability of data.
  - Increase Marketing funds to \$3000 for brochures, printables, and window clings. The badge ribbons were a giveaway last year and were inexpensive. Increase the giveaway budget to \$1000.
  - Increase the printing/supplies budget. Proposed both \$1500 and \$2000.

## New Business

- BKM or Outreach Saturday - waiting for response
- Standard pronunciation
- Updated Strategic Plan/Mission Statement/Purpose - posted on website. Review.
- Code of Conduct/Listserve Conversation rules added to PPM.
- ALA would support an update to the Bookmobile Guidelines.
- Theme accepted: Outreach Services: Bridging the Gap

## Announcements

- Board meetings will be held the 3<sup>rd</sup> Friday of the month at 2 pm Mountain, 3 pm Central Time, 4 pm Eastern Time
  - Next meeting April 21st.

**Adjournment** - 5:20 p.m. EST