



January 17, 2020, ABOS Board Minutes

Recorded by Lori Berezovsky, ABOS Secretary

The meeting was called to order at 2:05 p.m. Central Time.

In attendance: Cathy Zimmerman, David Kelsey, Lori Berezovsky, Brooke Bahnsen, Susan Parkins, Liana Morales, Wendy Ramsey, Robin Rousu, Zach Roberts, Kevin Kammeraad, and Katrina Ford.

Absent: Rose Huling.

Secretary Minutes

There were no corrections concerning the minutes from the December 20, 2019 board meeting. Susan motioned to accept the minutes as written. David seconded. Motion carried. The minutes will be posted to the website.

Welcome

President Cathy Zimmerman welcomed all board members to the first meeting of 2020.

Treasurer's Report

Brooke sent out the proposed 2020 budget today. She also included the financials from December which shows the 2019 net income of \$32,216.89. Last year we took in more than we spent. In planning for our 15th anniversary celebration we estimating higher on costs. Taking that into consideration we are currently \$14,000 over budget. Our reserve is still healthy. Cathy asked about a line item concerning Will Porter owing ABOS \$1000. David clarified that Will Porter attended the conference but never paid. Amigos has tried reaching him repeatedly. Brooke will contact Linda at Amigos to see what the next step should be.

1/21/2020 Addendum: Linda at Amigos reported that the \$1000 owed by Will Porter (Sussex Co.) was deposited into our account on 1/2/2020. It will be reflected in the January financials.

Robin asked what our financial reserve is. The goal is to have a year's worth of expenses covered. When we plan the budget we overestimate.

David motioned that the 2020 budget be approved. Wendy seconded. Motion carried.

President's Report

Cathy welcomed the new board members. She directed the board to the 2020 Board Information folder where information pertinent to board meetings will be stored. Also in the folder are video how-tos on using Google Drive and Gmail. Cathy stressed that all board members should use their ABOS Gmail account for conducting ABOS business. Before the new board members use Uberconference to schedule a committee meeting, they should contact an executive board member (Cathy, David, Brooke, or Lori) to help them get started. Cathy asked that all board members update their contact information, which can be found in the 2020 Board Information folder.

2020 Goals

Cathy's first goal is to add a Continuing Education Committee to our committee line up. The executive board discussed and approved this when they met earlier this month. The new committee would focus on continuing education opportunities in addition to the ABOS conference, such as webinars, workshops, and more. Susan will be the chair of the committee. Lori motioned that the Continuing Education Committee is added to the bylaws. David seconded. Motion carried.

Michael Swendrowski will continue serving as the BOIR committee chair, even though he's not on the board this year. He will serve in an ex-officio capacity. Michael will send updates to Cathy and Lori prior to board meetings since he will not be attending board meetings now. Zach will be the chair of the BOIR fundraising subcommittee and will have access to social media accounts. Zach added that the committee is looking at a waiver that will be customized to BOIR needs. Michael emailed the waiver for board review on January 14, 2020.

This is our 15th anniversary, and Cathy wants everything we do to be centered on this year's conference slogan "Out-Doing Outreach". We will center many things at the conference around the number 15.

Cathy's personal goal is to draw national attention to ABOS.

Cathy explained that each board meeting has a committee report section. Send reports to Lori prior to the meeting so it is easier to include in the minutes.

Committee Reports

Advocacy: Liana will use this month to orient herself to advocacy matters.

Awards: David chaired this committee in 2016-2017 and is glad to be back. He proposed adding two new awards that would appeal to the general membership: The Rising Star Award, to encourage membership in ABOS for those new to the outreach profession, and the Innovation in Programming Award, which would be a way to highlight creativity and innovation in the field. We would offer three Rising Star and 1 Innovation in Programming Award in 2020. The suggestion was made to consider adding, in the future, an award that would appeal to mid-career people. Robin suggested tweaking the Rising Star Award so the focus is on passion for the work rather than citing official recognitions, journal publications, etc. For the Innovation in Programming Award, it was suggested that something is added about how their work impacts or makes a change in their community, and to remove the part about the program being replicable by other libraries. David will make these changes. Zach added that we should keep the budget in mind when adding new awards. Susan motioned to accept the new awards. Lori seconded. Motion carried.

We would like to offer 15 Carol Hole Awards this year, in keeping with our 15th anniversary. Lori motioned to offer 15 Carol Hole Awards. Kevin seconded. Motion carried.

Bylaws: Wendy has begun reviewing the current bylaws. Susan and Cathy will both help with this committee. The bylaws need clarifying, but not a total rewrite.

Conference: Cathy stressed that this year's conference in Dallas needs to be a big deal. We have several members who want to help with this committee, as well as people in Texas who are willing to help.

Susan reported that the Conference Survey will be about the conference itself and not about the sessions. This year, sessions will be evaluated right after each session. The survey should go out on February 3, 2020, once it has been run by the executive board and board.

Cathy reported that 2020 conference planning has already begun. She wants to give everyone plenty of time to pull things together so we aren't rushed. We already know the venue and costs. Cathy will begin working on vendors next week at ALA Midwinter. She will hand out the new membership brochure there. Cathy would like at least 15 vendors at our conference this year. She is also working on having a generator company attend.

David will be the registration coordinator this year. It will be \$215 for food per person. All meals are included with conference registration. Pricing in Dallas is much higher than it was in Omaha. The early bird registration will stay at \$300. A retiree and student registration level have been added at \$215. Special rates will require a code that David will handle. Registration is slated to begin on April 13, much earlier than usual. At that time people will be asking for a list of session topics, so the call for sessions will go out next week with a deadline of early April. If we have a new t-shirt design we need to push pre-ordering. For those that don't pre-order, remind them to bring some cash to the conference. Robin motioned to accept the registration rates. Liana seconded. Motion carried.

Cathy is working on Networking Nite. She found an events company through the Dallas Speaker's Bureau. She hopes to have 2-3 vendors sponsor Networking Nite, which cost \$15,000 at the Raleigh conference. We are looking at some fun activities for the evening, and including line dancing.

The Marketing committee will have the t-shirt info ready for pre-ordering in April.

Board members can present a session at the conference, but last year we had plenty of proposals from members. It is a working conference for the board.

Long-Range Planning: Robin is looking over documents and will contact Experient on finalizing the 2024 conference. She will then begin working on the 2025 site.

Marketing: Liana said the Out and About newsletter will go out next week. Cathy sent me a vehicle-shaped keychain which is up for consideration. We are also considering having a button to promote the 15th anniversary. Lori is also working on badge ribbons and will connect with the committee in the coming month.

Membership: Katrina reported that the committee's first meeting will be held next Friday. The new member brochure has been updated and includes the new levels of membership. It was sent out to the board this morning. Cathy reminded the board to be professional when handing

out any printed material on behalf of ABOS. Be mindful of spelling, grammar, etc. In the past, the new member brochure wasn't updated too often. The new one mentions our 15th anniversary. After discussion, the board agreed that updating it every year was a good thing and could be made easier by rearranging a couple of things.

Katrina reported that last year we had quite a few lapsed memberships. A survey has been created to help us find out why. The committee will partner with Amigos for the emailing of the survey. The results will be presented to the board. Robin suggested adding the question "Did you know your membership has lapsed?" and include a link from the survey to renew their membership. The membership committee should have the new membership rates finalized by February.

We will expand the breadth of our membership levels by offering four levels:

\$49 Individual member

Institutional, covers three staff (price to be determined)

\$20 Student

\$20 Retiree/Friend of ABOS

We looked at ARSL's membership levels and will keep ours simpler than theirs. We'll see what interest we get and adjust from there.

Technology: Cathy reported that they are working on getting Kevin's access to everything he needs, along with how-to instructions. Rose informed us previously that we are at 90% storage on our website. Kevin will look at Amazon Prime's photo storage and see what could be cleaned up on the website. Brock has been trying to cover things in between Rose's absence due to family issues, and Kevin getting oriented.

Cathy will put out a call to join committees on Monday. Those interested will contact the committee chair directly.

New Business

Cathy is working on a couple of new vendor contacts.

Cathy and Susan are working with ODLOS on doing a webinar.

Susan was approached by Erica Rose from the University of Nebraska-Omaha about doing a webinar for one of their library science classes.

Don Thompson, from ACORE Shelving, called Cathy. ACORE has contacts with an abundance of their shelving that is no longer needed. ACORE has a new Facebook page and would like to start a marketplace for matching up shelving with a new home. Don wondered if we could put this on our website or in the newsletter. This would be an excellent resource for our members. The board okayed further discussion on the market place between Cathy and Don.

2020 Conferences

ALA Midwinter, Jan. 24-28 in Philadelphia, PA. Cathy will attend.

PLA, Feb. 25-29 in Nashville, TN. We aren't sending an ABOS representative, but Zach and possibly Kevin will both attend. Zach will contact Tina to see how she organized the Outreach Meet-Up.

ALA Annual, June 25-30, Chicago, IL. Cathy and Susan will do a poster session and presentation. Cathy and Michael are doing News You Can Use on the BOIR Project. David is taking his new van to ALA. A bookmobile parade or event at ALA is being discussed.

ARSL, Sept. 30- Oct. 3 in Wichita, KS. Lori will attend.

ABOS, Oct. 14-16, Dallas, TX.

David reminded new members to check their ABOS email account once a day. If any board member cannot attend a board meeting, notify Cathy.

David motioned to adjourn the meeting. Lori seconded. Meeting adjourned at 3:57 p.m. Central Time.