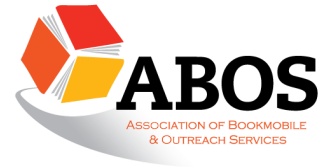


Association of Bookmobile and Outreach Services
Regular Meeting of the Board
Friday, August 18, 2023
2:00 pm CST / 1:00 pm MST / 3:00 pm EST / 12:00 pm PST
Recorded by Stephanie Mayeux, ABOS Secretary



In attendance:

Brooke Bahnsen, Past Treasurer
Lori Berezovsky, Past President
Karen Bradley, Treasurer
Jenn Koetz, Vice President
Stephanie Mayeux, Secretary
Brittany Peacock, President
Cathy Zimmerman, Executive Director

Danielle Carlton (arrived after Call to Order, left after Committee Reports)
Kim Jones (arrived after Call to Order)
Wayne Keith
Kassy Trejo

Those absent: Marcia Siehr (excused)

Call to Order

- Meeting called to order by Peacock at 2:05 pm CST.
- Motion by Keith to approve minutes of the ABOS Regular Meeting of the Board on Friday, July 21, 2023. Seconded by Trejo. Motion carries.

President's Report

- Given by Peacock.

Executive Director's Report

- Given by Zimmerman.

Conference

- Given by Peacock.
- Motion by Jones to approve spending \$716.50 for additional fifty conference bags from Rifkin. Seconded by Berezovsky. Motion carries.
- Motion by Keith to approve spending \$9.99 for additional fifty lanyards from Amazon. Seconded by Bradley. Motion carries.

Committee Reports

- Awards Committee Report given by Trejo.
- BOIR Committee Report given by Zimmerman.
- Communications Committee Report given by Carlton.

- Conference Planning Committee Report given by Peacock.
- Continuing Education Committee Report given by Koetz.
- Finance Committee Report given by Bradley.
- Long Range Committee Report given by Zimmerman.
- Membership Committee Report given by Jones.
- Nominations Committee Report given by Berezovsky.
- Technology Committee Report given by Keith.

Unfinished Business

- Given by Peacock.

Motion to adjourn by Berezovsky. Seconded by Trejo. Meeting adjourned at 3:57 pm CST.

Included as an addendum to the minutes: Meeting agenda, Communications Committee Report

**ABOS Board Meeting
Meeting Agenda**



August 18, 2023, 2:00 CST / 1:00 MST / 3:00 EST / 12:00 PST

Brittany Peacock, President	Stephanie Mayeux, Secretary
Lori Berezovsky, Past President	Brooke Bahnsen, Past Treasurer
Jenn Koetz, Vice President	Cathy Zimmerman, Executive Director
Karen Bradley, Treasurer	Marcia Siehr, Board Member at Large
Danielle Carlton, Board Member at Large	Kassy Trejo, Board Member at Large
Wayne Keith, Board Member at Large	Vacant, Board Member at Large
Kim Jones, Board Member at Large	

- Call to order
 - Roll Call
 - Approval of minutes from the previous meeting
 - Additions/corrections to agenda

- President's Report
 - Amigos Meeting for mid-year review - pending

- Exec Director report
 - Vendor Report
 - Whova agenda
 - BOIR

- Conference
 - Registration Update - Jenn
 - Conference Numbers increasing - Brittany
 - Additional bags needed - \$14.33/bag 50=\$716.50
 - Vote to purchase more bags
 - Additional lanyards needed -
 - Use of plain white in storage?
 - Plain white lanyards after we run out!
 - Have board bring their own
 - QR Codes on Badges - Cathy
 - Plastic sleeves?
 - Swag options - Cathy
 - Flashlights - 75=\$366

- Board Expectations - Brittany
- Download Whova App for communication during conference also troubleshoot - Jenn

- Committee Reports 1-2 minute updates
 - Awards - updates on acceptance and notifications
 - BOIR
 - Communications
 - Conference Planning
 - Continuing Education
 - Finance
 - Long Range
 - Membership - Member Cards - Membership and Chocolate Martinis
 - Nominations
 - Technology

- Old Business
 - Board Travel
 - Monthly Celebrations
 - August 6-12 - Book Bike Week
 - September 17-23 - Student Week
 - October 9-11 - CONFERENCE
 - November 12-18 - StoryWalk Week

- Next Board Meeting
 - Friday, September 15th same time same place

- Motion to end the meeting

Communications Committee Report August 18, 2023

Prepared by Danielle Carlton & Stephanie Mayeux



August 2023 Communications Committee Meeting

We did not have a meeting this month; we sent out updates through email. Main items covered in the updates were merch/conference updates, celebration weeks, and promotion priorities.

Social Media Team

We rolled out the following social media campaigns:

- July - Early bird conference registration, awards, Senior Services Week, ALA Graphics Store, conference registration, membership promotion.
- August- ALA Graphics Store, conference registration, BOIR survey, Book Bike Week
- Most popular post on Facebook was Sunday, August 6- Lewis & Clark Library's submission for Book Bike Week (49 interactions)
- Most popular post on Instagram was Monday, August 7- New Jersey Public Library's submission for Book Bike Week (44 interactions)

The social media team created the following in July and August.

- July - 74 social media posts; up from 23 in 2022
- August - 78 social media posts; up from 17 in 2022
- Total post count 152

The Communications Committee created and sent out 5 Constant Contact blasts since our last meeting.

Newsletter Team

- July- Continue to edit and proof documents for the newsletter, sent email blasts about Book Bike Week, publish newsletter
- August- Schedule call for submissions for October newsletter

Scheduled for August & September

- Social media team will continue promoting BOIR survey, conference registration (in-person and virtual), and hotel registration. There are posts scheduled for every day in August with heavy push for hotel reservation and conference registration. The next celebration week is Student Week with plans to be determined. In September, we will focus on virtual conference registration
- Newsletter team will start organizing content for the October edition.
- Next committee meeting is scheduled for Friday, September 8, 2023