



September 17, 2021, ABOS Board Minutes
Recorded by Karen Bradley, ABOS Secretary

The meeting was called to order at 2:10 p.m. CST.

In attendance: David, Lori, Brooke, Cathy, Robin, Zach, Michelle, Rosa, Jenn, Crystal

Guests: Susan Parkins, Rose Huling

Absent: None

The meeting was called to order by ABOS President David Kelsey and Roll Call performed by Karen Bradley.

Secretary Minutes

Meeting minutes from August were distributed and adjusted by the Board. Lori Berezovsky motioned to accept, Zach Roberts seconded, and the motion was approved. August minutes will be uploaded to the website.

Practice session on Whova

The September Board meeting was held through Whova, as opposed to Zoom, to provide practice for Board members. Some reminders for attendees: remember to refresh the session, go back to the agenda and reenter the session, try a different browser if it's not working. Some reminders for co-hosts: make sure that presenters login to their Zoom account and then open their presentation through the Zoom link we send them. The next Board meeting on October 8 will also be on Whova for practice purposes.

Treasurer Report

August had an income of \$15,336.61 which included conference registration fees, merchandise, and membership dues.

President's Report

Student Week went really well. ABOS has seen 46 first time members in the last two weeks. Tuesday, November 2 is the first of the Driven Discussion. The speaker is Noah Lenstra who will be talking about StoryWalks. The link for the discussion will go out to members in the next week or so. Membership continues to grow; we have 681 members as of today and are approaching 700 members, which doubles our membership this year.

2021 ABOS Virtual Conference

General Session, Annual Meeting, and Reports

The General Session, Annual Meeting and Reports will be held Thursday afternoon. Each committee chair will give prepared reports during the live board session. Please include accomplishments for the year, any new activities, and be sure to spotlight your committee members and recruit for new members.

Technology/Zoom

Robin and Brooke have completed co-host training with board members and volunteers. All training documents and resources have been completed and the links sent to co-hosts. Co-hosts have been asked to schedule tech checks with their designated presenters.

Featured Speakers

David will contact the featured speakers closer to the conference to make sure they are comfortable with Zoom and the technology we will be using.

Registration

Current registration sits at 637. Last week we were at 488 with 15 student registrations. Lori has been fielding student emails for the discount code. Registration closes September 30.

The Marketing Committee would like the Board to put out a call for social media interactions during conference. Have committee members post one or two things as themselves as a way to spread the word about the conference. Please use the following hashtags:

- Facebook: @abosoutreach
- Twitter: @ABOS_Outreach
- Instagram: @abos.outreach
- Conference hashtag: #ABOS2021

Programs

The program is set; we are trying not to fiddle with the schedule too much at the moment but anticipate last minute cancellations.

Poster Session - Rosa Granado/Susan Parkins

The Poster sessions are going well; Susan has been fielding many questions about file size and pictures. She will send out an email reminding poster session participants of the September 24th deadline. Susan will remove information from their poster session by October 1st if they have not submitted anything.

Bookmobile Wrangling

We have 23 libraries that will be showcasing outreach vehicles this year which is a record participation for ABOS.

Connecting Convos

Connecting Conversations are taking place Monday, Tuesday, and Wednesday afternoons. Board members are all asked to moderate and will get an email in the next week or so with

some starter questions to help with moderating. The information for each session will be kept in the Tech spreadsheet and will include Zoom rooms and times.

Whova Updates

Everything has been uploaded into the Whova app. Susan and Michelle will be meeting to create some interactive polls for participants. Send any questions about your responsibilities in Whova to Susan and she will assist.

Recording Editing/Uploading

Presentations will be recorded and uploaded to the Whova app.

Vendors

We currently have 15 Gold members, 3 Premium members, 3 Loyal members, and 6 affiliates for the conference. Even with the covid reduction in sponsorship price, we have brought in a total of \$31,675 in vendor income to offset the cost of the conference for 2021.

Membership Booth

Starting next week, Crystal will begin building out the membership booth.

Polls AKA Bringer of Fun

Michelle is meeting with Susan to get a handle on the data we are looking for and is open to input from the Board. Board members can contact Michelle directly with any poll ideas.

Evening Events

There are no new updates; everything has been scheduled and is moving along for the National Library of Medicine.

Schedule Updates

The schedule is set and we are trying to keep changes to a minimum. Presenters have had two weeks to update their personal information and biographies in Whova.

Conference assignments

David is meeting with Board members this week and next to make sure everyone is prepared for the conference.

Committee Reports

Advocacy

Hard working committee members are promoting the conference and working on the ODLIS Mobile Services Handbook section by section. The committee is collaborating on Google docs. Michelle's team is in need of examples and photos of different service models. They want photos that embody what the specific service looks like, a description of the service, and a quick summary of why people like that service. The Advocacy Committee continues to contact state and regional library associations, systems, and consortias.

Awards

David has ordered the certificates for the winners and will purchase frames to ensure the award winners get something professional and special for their efforts. He will get the awards mailed out in the next week or two and the slideshow is done and ready for the conference.

BOIR

The grant application was submitted last month and there is nothing new to report.

Continuing Education

Jenn reminded the Board that all recordings of previous sessions are available behind the membership wall on the continuing education page. Future webinars are being organized; currently there are two topics that have been identified. One will be in November and the second will be scheduled out for the beginning of 2022.

Long Range Planning

Cathy emailed draft number two for the 2024 conference contract. We have modified some of the wording in the contract for covid complications and a few other things. We removed the A/V contract from the draft due to renovations but will add a new section to the contract as we get closer to our conference. We are set to have 12 rooms the first night for Board members as well as 202 rooms each night for attendees. The rooms will be set at \$162.83. Our food and beverage minimum is \$45,000. They have asked for a deposit of \$5,000 within 30 days of the contract, \$5,000 in 2022, and \$5,000 in 2023 so that we do not have to pay \$15,000 in a lump sum. There is plenty of free bookmobile parking. Cathy made a motion to move forward and sign the contract to Wyndham Indianapolis West for the 2024 conference, Jenn seconded, none opposed, and the motion carried.

Marketing/Social Media

The Marketing and Social Media Committee is scheduled to meet on October 1st. They are currently accepting articles for Out and About. The newsletter will be published at the end of October in order to get some great articles, photos, and short blurbs about the conference.

October 21st is the deadline for StoryWalk Week and we have 97 entries so far for the event in November.

Facebook has 3,255 followers; Twitter has 1,220 followers, and Instagram has 653 followers.

Conference registration currently sits at 488 people. Lori has asked that Board members use the following hashtags for social media throughout the conference:

- Facebook: @abosoutreach
- Twitter: @ABOS_Outreach
- Instagram: @abos.outreach
- Conference hashtag: #ABOS2021

Membership

There are 692 members as of today. With the pending memberships, we should reach about 710 members. We gained 16 members in August and 62 new members in September. We started the year with 20 student members and have increased that to 82 student members. Our referral winners had already paid for their registration, so Crystal suggested that next year we send them a swag bag instead.

Nominations

Cathy has suggested that we start suggesting people to think about running for a position on the 2022 Board. Nominations will open on October 18 and run through December 3. Winners will be contacted that following week and invited to attend their first board meeting on December 18th.

New Business:

The next meeting is Friday, October 8 at 2 p.m. CST on Whova and will be to touch base before the conference.

Adjournment

Michelle moved to adjourn the meeting, Zach seconded, and the motion passed. The meeting adjourned at 3.43 pm CST.

Important ABOS Dates in 2021

Virtual Bookmobile Parade - April 7, 2021

Little Free Library® Week – May 3-7, 2021

“All Aboard!” Membership Week - June 14-18, 2021

Book Bike Week – August 2-6, 2021

Student Week - September 13-17, 2021

ABOS Conference – October 11-15, 2021

StoryWalk® Week - November 15-19, 2021

Twelve Days of Membership - December 1-12, 2021

Next Board Meeting October 14, 2021