



October 14, 2021, ABOS Board Minutes  
Recorded by Karen Bradley, ABOS Secretary

The meeting was called to order at 11:02am. CST.

In attendance: David Kelsey, Lori Berezovsky, Brooke Bahnsen, Cathy Zimmerman, Robin Rousu, Zach Roberts, Michelle Fernandez, Rosa Grandao, Jenn Koetz, Crystal Harris

Guest: Susan Parkins

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 September were distributed and adjusted by the Board. Jenn Koetz motioned to accept, Cathy Zimmerman seconded, and the motion was approved. September minutes will be uploaded to the website.

### **President's Report**

- Conference: The 2021 virtual conference had the highest number of attendees to date, with over 1,050 in attendance.
- Membership: Our organization has met and exceeded our membership goals this year. ABOS membership doubled in 2021 with over 700 members. As an organization we are working on breaking down barriers and celebrating anyone and anything that is outreach based.
- Yearly Activities: Interactive activities included starting up continuing education for current members, and hosting Book Bike Week, Student Week, and StoryWalk Week.
- Social Media: The ABOS Social Media footprint expanded on Facebook, Twitter, and Instagram with additional follows and likes.

### **Treasurer's Report**

September's income was \$34,846 and was due to the high number of conference registrations, vendor sponsorship, and annual memberships. Expenses this year are in technology and future planning funds which will need to be set aside for in-person conferences. With membership growth we hope to provide more improved conferences and membership benefits.

### **Long Range Planning**

There is a contract proposal for 2026 in Hershey PA. We have drawn up a preliminary contract and will be doing a site visit. Cathy made the motion to move forward with the contract and planning. Robin seconded the motion, and the motion carried.

## **Committee Reports**

**Advocacy Committee:** The Advocacy Committee spent the year working to promote outreach and bookmobiles on a national level. The committee created a directory of state and local organizations that work in library outreach. The committee is also working on revising the Mobile Services Handbook developed by the Office for Diversity, Literacy, and Outreach Services. The current handbook was over 100 pages and was last updated in 2008.

Advocacy Committee Members: Michelle Fernandez, chair. Shannon Bowman-Sarkisian, Caitlin Clyne, Evanne Flanders, Lynde McCaleb, Heather Ogilvie, Maggie Petersen, Tracy Reid Sumler, Danny Rice, Lynda Spraner, Beth Vredenburg, Kathy Welko.

**Awards Committee:** The Awards Committee established five new awards for 2021. The committee created press releases and contacted library schools directly to promote the awards.

Awards Committee Members: David Kelsey, chair. Hannah Spratt and Diane Brunson.

- 2021 ABOS Award Winners
- 2021 John Philip Excellence in Outreach Award Susan Parkins Senior Outreach Specialist Laramie County (WY) Library System
- 2021 Karen Hake Outstanding Bookmobile Librarian Award Amytha Willard Supervising Librarian, Bookmobile Services Santa Clara (CA) Library District
- 2021 Pattie Johnston Outreach Award Abbie Wilson Bookmobile and Outreach Associate Medina County (OH) District Library
- 2021 Rising Stars Award Hana Zittel Community Engagement & Outreach Coordinator Denver (CO) Public Library
- 2021 Senior Services Super Star Award Wendy Pender Older Adult Services Specialist King County (WA) Library System
- 2021 Preschool Outreach and School Services Inspirations Award Norfolk (VA) Public Library 2021 Book Bike Community Impact Award Winter Park (FL) Public Library
- 2021 Innovation in Outreach Programming Award "Library Memory Project" Bridges (WI) Library System
- 2021 Bernard Vavrek Scholarship Thomas Dean Emporia State University

**BOIR:** The Bookmobile Outreach Information Repository was started in 2015 in order to have useful outreach vehicle data to help libraries looking to find information about outreach vehicles. The year has been spent debugging and reworking the site. We have signed a long term hosting agreement with Mochahost and formed a partnership with the University of Michigan.

BOIR Committee Members: Zach Roberts, chair. Xo Wagner, Justin Prescott, Lauren Thorn, Heidi, Amanda Murphy, Rachel, Lindsey, Sarah Reynolds.

**Bylaws:** Bylaws were not updated during 2021.

**Conference Planning:** Thanks to the Board of Directors, Conference Team, program moderators, attendees, presenters, and exhibitors ABOS has had an outstanding year and the highest number of conference attendees to date.

Whova: Susan Parkins has been our Whova app consultant for the past two years and is thankful for everyone's support. This year we did not have too many technical difficulties, added a new artifact center which allowed for poster sessions, sent over 10,000 messages, had 293 board topics, 33 meetups, and 703 personal agendas set up in the application. Because Whova works well for an in-person conference as well, we plan to use the app for the 2022 conference.

Vendors: Cathy Zimmerman is the vendor liaison and would like to thank our vendors for their unending support of ABOS and library outreach. We have seen significant vendor growth over the years, expanding beyond bookmobiles to other agencies that promote outreach in different forms and in 2021 we have 27 total vendors, including 15 gold, 3 premium, and 3 loyal, plus 6 affiliate partners.

**Continuing Education:** Three webinars were held for ABOS members and the Continuing Education Committee is planning for future webinars including one more topic for the end of 2021 and a new topic for the beginning of 2022. The webinars held this year include the following:

May 12: Healthy Boundaries, Healthy Services presented by Rachel Beckman and Kate Morgan from King County Library System

July 29: Storytime Kits in a Pandemic World presented by Maggie Ward from Indianapolis Public Library

August 18: Airtable for Outreach presented by Jessica Dufner from Ashland Library (OH) and Benjamin Baron & Karrie Rubens from Plano Public Library (TX)

Continuing Education Committee Members: Jenn Koetz, chair. Jessica Dufner. Ann Plazek, Lisa Wieland, Kim Jones, Anne Rhodes, Eletha Davis, Tina Williams.

### **Long Range Planning** – Cathy Zimmerman

Due to covid, the year has been spent renegotiating current contracts. Dallas was cancelled due to Covid. Wyndham graciously moved us to Wyndham San Antonio(2024) with no penalties. Then cancelled the contract due to a sale of the venue. After a search, we rebooked to Indianapolis for 2024. Shonna Mitzel has been extremely helpful during this time. We hope to return to normal long range planning in 2022.

2022 Scottsdale, AZ

2023 Knoxville, TN potentially venue has been sold, currently searching for new site

2024 Indianapolis, IN

2025 Saint Louis, MO

2026 Hershey, PA

**Marketing:** ABOS upgraded to Canva Pro this year to make graphics for ABOS activities and a new, polished look for our newsletter, Out and About. We dramatically increased the number of followers on Facebook, Twitter, and Instagram. Each event this year has had scheduled posts for the participants. We have a new partnership with the ALA graphics store to host merchandise and worked with an intern to design a new logo for ABOS. Many thanks to everyone for posting on social media for the conference. The marketing committee works with people's strengths and welcomes new members.

Marketing Committee Members: Lori Berezovsky, chair. Mary Beth Adams, Rachel Alexander, Greta Caldwell, Michelle Fernandez, Maggie Foust, Glenna Godinsky, Carly Sanft, Brittany Schaaf, Heather Sturm, Claire Williams.

**Membership:** Membership has increased to 717 members. This year saw an increase in institutional, student, and retiree membership. We developed a personalized first time membership welcome letter. The All Aboard! Membership campaign brought in over 100 referrals for new ABOS members with 15 free conference registrations as awards. The membership committee created and mailed ABOS super swag boxes and sent invitations to libraries with new bookbikes or bookmobiles. David and Crystal hosted 12 Membership Mondays which were posted to YouTube. Additionally, the membership committee encouraged membership renewals and reached out to lapsed members.

Membership Committee Members: Crystal Harris, chair. Shannon Bowman-Sarkisian, Susan Clary-Cupini, Kim Jones, Sarah Lowenthal, Michelle Parrish, Thomas Parsons, Morgan Pershing, Tracy Sumler Srilatha Upadhy.

**Nominations** – Cathy Zimmerman

ABOS Members will start to see information going out next week about the nomination process and nominations in general. The week of November 8th, Cathy will make sure the survey and email is ready to launch. We are hoping to see many candidates for this year's election. Candidates will be notified by December 8th and invited to their first board meeting on December 18th.

**Technology** – Robin Rousu/Brooke Bahnsen

The Technology Committee spent the year preparing for the 2021 virtual conference by improving upon the techniques we learned from last year.

Technology Committee Members: co-chairs, Brooke Bahnsen and Robin Rousu. Liz Anastasi, Karen Bradley, Rosa Granado, Rose Huling, Jenn Koetz, Susan Parkins, Yumarys Polanco-Miller, Zach Roberts, Marcia Siehr, Kassy Trejo, and Tina Williams.

**Adjournment:** Zach Roberts made the motion to adjourn, Michelle seconded, and the motion carried. The next meeting will be at 2pm CST on Friday, November 19.