



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

The meeting was called to order at 2:05 pm CST by ABOS President David Kelsey and Roll Call performed by Karen Bradley.

In attendance: David Kelsey, Lori Berezovsky, Karen Bradley, Brooke Bahnsen, Cathy Zimmerman, Robin Rousu

Guests: Susan Parkins, Brittany Peacock, Carlotta Young

Absent: Zach Roberts, Michelle Fernandez, Crystal Harris, Rosa Grenado, Jenn Koetz

Secretary Minutes

Meeting minutes from the November meeting were distributed and adjusted by the Board. Cathy motioned to accept, Lori seconded, and the motion was approved. November minutes will be uploaded to the website.

Finance Report

The November report was sent out earlier this week. Membership dues were our big source of income, minus a few refunds for the conference. Charges for Survey Monkey went up by \$60 and were paid in November. To prepare for next year's technology expenses, Brooke has separated out those numbers. Amigos is the biggest expense, followed by technology. Our surplus from 2020 and 2021 mean that we are going into 2022 in a financially strong position.

Presidents Report

Welcome to new members! David will lead Board 101 in January to let new members know how ABOS is run and will provide helpful tips for success. David will reach out to each new member to schedule a time.

2021 Goals - David sent out the year end president's report and noted that we have grown over one hundred percent. We have met and exceeded our goals!

12 Days of Membership ended on Sunday. We added about 70 new members in the two week membership drive.

Committee Reports

Advocacy Committee:

The Advocacy Committee is finishing up the mobile library handbook and plans to have it ready for approval in January.

Awards: nothing new to report

BOIR: nothing new to report

Bylaws: nothing new to report

Continuing Education: Jenn Koetz will continue to serve as the Continuing Education chair during her time as Board Member at Large for 2022/2023. Continuing education professional development webinars and Driven Discussions will continue next year as well.

Long Range Planning:

2022 - Scottsdale

2023 - TBD

The conference was supposed to be in Knoxville, but they canceled and we are working to find a new location. Louisville was an option but they do not have adequate bookmobile parking. Nashville is a possibility but we would need to negotiate the food and beverage minimum down from \$50,000. Covington is not available for any October dates. Maritz is currently looking at Texas, Oklahoma, New Orleans, and Denver.

2024 - St Louis

2025 - Indianapolis

2026 - Hershey, PA. The facility is amazing. It has breakout rooms to hold 80-90 people, one large ballroom, and garage doors that open into an enormous parking lot. Rooms are \$199 plus tax and total around \$230. There is a large water park, five restaurants in the hotel, and a five minute journey to downtown Hershey. Our attendees would get entrance passes to the Hershey Gardens and the Hershey Museum. There is no charge for parking and a 24-hour shuttle to the airport. Cathy is scheduled to tour the second hotel, downtown Hershey, and the factory on Saturday.

We are looking at options and may consider doing 2023 in Hershey and 2026 in Covington. Shonna suggests that depending on our future growth, we may end up booking a conference center and have hotel rooms in the surrounding area in order to have less expensive hotel rooms.

Marketing:

Lori shared some exciting year end statistics.

Facebook has 3,902 followers—started the year with 2,120. (An 84% increase)

Twitter has 1,368 followers—started the year with 30. (4460% increase)

Instagram has 809 followers—started the year with 20. (3945% increase)

We are still accepting articles through December 31 for Out and About which will be published in mid-January. Articles can be submitted through the form or emailed directly to Lori or the marketing email.

We made \$933.01 through our ALA Graphics store merchandise sales this year. October and November sales were the highest to date, with \$552.41 in sales.

Communications = blending of marketing and advocacy. Michelle and Brittany will co chair Communications.

Nominations

Elections are over. We have a new Vice President/President Elect/Past President, three new Board Members at Large, and the incumbent Secretary returning for another year. Going forward, we will include the word incumbent on the ballot.

Turnout for the election was decent. Of the 720 members, there were 250 voters. Next year we will want to push elections as a benefit and responsibility for membership. Overall, the elections process went smoothly but in the future we will want to find a way to streamline mass emails for members. Additionally, we will want to work on the nominations timeline early in the year in order to add it to the schedule of events.

Membership

Membership currently sits at 791 members with an additional 18 pending.

Technology: nothing new to report

New Business

2022 Amigos Contract

The contract is not yet finalized. Our contract fee is going up to \$15,000 and we will need an email vote before the end of the year to finalize it. Amigos will continue to provide service while we nail down the details.

Approving Ex-Officio Positions For 2022

ABOS has talented past presidents who would like to continue supporting the Board. We have drafted positions for them; Cathy Zimmerman will be our Partnership Coordinator, will help with technology, and long range planning. Susan Parkins will continue to be our Whova Coordinator for the next year. The ex-officio position participates in board meetings, but is a non-voting member. The motion to approve these positions was made by Karen, seconded by Lori, with no opposition the motion carried.

Whova Contract 2022

The Whova contract was signed and paid for 2022. Because we are planning an in-person conference, we will have a bare bones version of Whova and are encouraging our attendees to participate in person. Susan pointed out that the Whova app was originally used for in-person conferences as a way to organize and plan your conference; we will be using it that way again. The app will have the agenda, the personal program feature, the ability to organize meetups, and will help with printing costs because attendees will need to state that they want a print copy of the program. Additionally, we can put the hotel map, with meeting rooms, on the app and send out real time announcements to the attendees.

Donation to ABOS

ABOS was recently contacted by a woman who wanted to make a donation in her friend's honor. The woman had a teacher friend that was impressed by bookmobiles and would like to donate to our organization. The Executive Committee was thinking we might put the donations towards the preschool or school age or bookmobile award. David will respond and give the person the options and let her decide.

Email

Reminder to clean out Board and Committee email addresses and to please let Lori and Cathy know when you are done.

Past President remarks: David would like to thank everyone for their outstanding work and the wonderful year. He has been pleased to see how much the organization has grown and developed over the last few years.

Take It Away Lori!

Changes for the year:

2022 will focus on Institutional memberships. Communications Committee, formerly Advocacy and Marketing, will be co-chaired by Michelle and Brittany. The Technology Committee will be a hub for the other committees and will provide ongoing support and exploring new trends. David and Alicia will be co-chairs.

Events:

- **March:** International Outreach Week, March 14-18, 2022
- **April:** Virtual Bookmobile Parade, April 4-8, 2022
National Library Outreach Day, Wed., April 6, 2022
- **May:** Youth Services Week, May 16-20, 2022
- **June:** Membership Week, June 13-17, 2022 theme: Shift Into Gear with ABOS!
- **July:** Senior Services Week, July 18-22, 2022
- **August:** Book Bike Week, August 1-5, 2022
Vendor Voices, leading up to Conference (Cathy)
- **September:** Student Week, September 19-23, 2022
- **October:** ABOS Conference, Scottsdale, AZ, "Rising Up and Reaching Out", October 4-6, 2022.
- **November:** StoryWalk® Week, November 7-11, 2022
ABOS Board of Directors nominations and election, November-early December.

Adjournment

Motion to adjourn made by Robin, seconded by Cathy, and the motion carried. The meeting adjourned at 3:13 pm CST.

Next Board Meeting Friday, January 21, 2PM CST