ARLIS/NA EXECUTIVE BOARD MEETING  
March 24, 2011, 8:30 a.m. to 4:30 p.m.  
Hilton Minneapolis Downtown – Director’s Row 2  

President’s annual report

Mari is overwhelmed by the amount of work that our members, the board, and the conference planners have done this past year, and thanks each board member. Monthly board calls and recent additional calls between Mari, Jon and TEI staff have kept things on track. If last year was one of transition, this is one of flexibility with the joint conference with VRA. Mari has become good friends with the VRA board and in particular Maureen Burns, VRA President. The joint reception last night was a great opportunity to meet each other. We are fortunate that Chris now has assistant Karen Olsen (who wasn’t able to be here); Alex Llanas and Nicole Cheever are here though. Chris has been relieved of one client: he has two large and one small client now. The TEI contract needs to be renewed in the middle of 2012. Mari reviewed TEI’s activity: they host web sites (AWS and conference), chapter and committee sites, ARLIS-L, financial records and the prospects database. They handle Art Documentation advertising, hotel negotiations; staff reviewed the RFP and contract with University of Chicago Press, they updated the member database and JobNet, responded to special requests, and worked on conference management in conjunction with CPAC. The Twin Cities chapter spent three years preparing for the conference.

The joint conference theme is “Collaboration: building bridges in the 21st century.” Mari thinks that a future group may want to consider another joint conference; members of both associations have mentioned this to Mari. Mari noted that other associations do have legitimate requirements that differ from ours. 515 registered attendees at this conference.

Sandy asks if we would still be liable for the room nights if there had been a 3 day blizzard? Chris replies Yes, and we do not have insurance (which would cost $1,000, and is fairly narrow). However, a lot depends on the relationship he’s developed with the hotel. He was in contact with the Hilton the minute he heard that the airport was closed.

Mari mentions the International Relations Committee’s study tour to the UK last summer, and the planned trip to Mexico later this year. Summer Educational Institute is at the University of New Mexico for the second year, and we are working with VRA to make it successful. Next year SEI is at the University of Michigan in Ann Arbor and Rebecca Price will be the local chair.

The Strategic Plan task force was reviewed. Amy stated that the earlier version of the plan was originally posted to AWS but this was fixed within 24 hours. Jon will mention this at the Membership
Art Documentation will launch in JSTOR Current Scholarship in 2012, but it’s not clear which month yet. Our counsel John Hazard has reviewed the contract and Jonathan has given Mari the final version for her signature. As of February there are 1,990 subscribers to ARLIS-L. Public Policy Committee has issued several statements during the year. Board members reviewed number of members of chapters, committees, divisions and sections for possible use by them of L-Soft software. We have 1,049 ARLIS/NA members. A revised brochure has been produced with the help of TEI staff. ArLiSNAP has 107 members and makes t-shirts, caps etc. available on their web site. Mari thanks the board task force that completed the TEI evaluation. Amy asks if the membership numbers are consistent because we keep getting new members vs. non-renewals? Chris will pull this together for the board web site. Jon states that at the time of the last strategic plan we had 1,300 members and only 60 responses, but he believes this number is unreliable due to our former management company. Also, the New York conference gave a huge boost to the membership numbers.

Mari reviewed her activities and meetings attended over the past year. She attended the Leadership breakfast, the annual conference, pre- and post-conference board meetings; the CPAC meetings in Minneapolis in May and in July with four ARLIS CPAC board members and the entire VRA board; the mid-year board meeting in Santa Fe in September; the Northwest chapter meeting in Seattle with Vanessa and James, Central Plains chapter meetings in Sedalia, Missouri (Spring) and St. Louis (Fall). She’s here for the joint conference, and will chair the Membership meeting and pre-conference board meeting. She mentioned the board conference calls (which she much prefers to e-mail), and calls with the VRA board and CPAC. She will attend the CPAC meeting in Toronto in June and the mid-year board meeting in Houston.

Mari signed various contracts, the most difficult of which was the joint agreement with VRA, due to the percentage split. She also signed an addendum to the Minneapolis contract, the Pasadena contract, that for SEI with VRAF and University of New Mexico, and will sign the pending contract with University of Chicago Press.

Mari prepared the Society’s annual report, and discussed the strategic planning process with Jon. She has been in constant contact with Chris and Scott Sherer, who assured her that he wants this conference to run smoothly and be a huge success. Scott has assisted Chris with his workload by reassigning one of his clients to another association manager. Mari answered emails and long distance phone calls, and sent messages to members via ARLIS-L. She has also prepared many documents and agendas relating to the conference. It was her privilege to host last night’s reception in her wonderful suite, for which she thanks Chris. She is also hosting the Society Circle event Saturday night. In closing, she thinks we are in good financial and organizational shape. Mari looks forward to a new direction and vision under Jon’s leadership, and she thanks members and the board for opportunities for personal growth.

TEI update

Chris and Alex drove up from Milwaukee yesterday, with a van loaded down with programs, etc. Chris asks us to refer to TEI as ARLIS/NA HQ, he brings greetings from Scott and Karen, and tells us that Nicole Cheever (Membership manager) is also here.

Chris states that ARLIS/NA pays TEI a monthly management fee for a set number of hours worked per month (like a law firm). We haven’t exceeded the hours yet, since we shrewdly negotiated a 30 hour buffer above our 180 hours per month, which is averaged over the calendar year.
Chris gives us an overview of TEI activities. Staff have worked with the Communications and Publications Committee to produce Art Documentation, including graphic layout plus light copy editing. They’ll continue this in 2011, but will stop in 2012 when the contract with University of Chicago Press goes into effect. Staff process membership renewals and donations and handle all mailing list sales (300 members opt-out); we charge a fee for that and job postings, both are good sources of income. These membership services are called customer care. Chris will get final numbers for this conference after lunch. TEI staff also process all financial transactions; the recent audit found TEI compliant with GAAP (generally accepted accounting principles). TEI hosts AWS, but Nedda does all updates except membership processing. They updated searching of the member database on AWS, and he thinks the Membership Committee will have more suggestions. Chris is amazed at how much work ARLIS members do for the conference; he does all of this work for his other clients. He discussed conference planning and stated that he re-negotiated the Hilton contract by reducing room nights. Chris stated that there are serious issues with meeting space in the Toronto hotel. Amy mentions that we used to sign contracts 5 years out which was very unfortunate for the Indianapolis, Boston, Minneapolis and Toronto conferences due to the current economic times. She stated that we owe TEI a huge debt for re-negotiating contracts. Chris mentions that he negotiated free wireless in every guest room in Pasadena; in Minneapolis it’s $500 per meeting room per day for wireless. He feels that the Toronto CPAC are on their game, and their website is already up. He and Jon had a great meeting with them in January. Chris’ goal is achieving a balance for each conference between members, hotel, food & beverage, A/V needs, etc.; he tries for economies of scale. This was a good year for sales and sponsorships with 61 exhibitors (ARLIS and VRA). He worked on producing the program, but the biggest task is processing registrations.

Chris reminds us of his project list, which he creates and prioritizes with the board to ensure we don’t go over our hours. Currently he is working on a system to ensure that Society Circle donations can be made outside of renewals. He’s also tweaking the system for expressions of interest in committees, divisions, SIGs, etc., by changing the frequency of notification, and making sure it’s new expressions only. Currently you can check and un-check areas of interest.

Heidi asks for members’ record of Society service to be stored; Chris replies that this is on the project list, so you could see all past-presidents, or see an individual’s record of service. He’ll solicit input from individual members. The data is not lost if members don’t renew; TEI doesn’t duplicate membership records, nor are records purged. Should we change management firms this data is exportable, since it’s our data; we own it.

Also on the project list is enhancements to the Prospects database. It currently tracks sponsors, but the Development Committee wants to be able to update it as well as get reports on when they exhibited, what they sponsored in previous years, etc.

Board members should find out what our committees are doing now, get new project ideas, discuss them at the post-conference board meeting, and set then priorities on our next call. Getting a cost estimate to use AMEX is also on the list. Chris tells us that members’ Miles and Rewards credit cards cost more, this is why there is a budget line for credit card fees. However, it’s cheaper than paying for the labor to process checks. Amy mentions the problems with registration in Boston last year. Chris states that Kristen Mastel has organized volunteers well, and they work on the straightforward registrations. TEI staff kick in when there are problems; they proofed name tags, and can print out new ones if needed. Also, it helps that there are three of them here, so Chris can attend some committee meetings, and keep track of how the hotel is going.
Mari asks why we don’t have Society Circle ribbons. Chris replies that he was trying to be sensitive since he knew some VRA members felt slighted in St. Louis. Marcia told him that VRA paid for an ad in the conference program to acknowledge their donors, but they also handed out ribbons last night. Chris has ribbons in his room which he will hand them out with our approval and thanks. [N.b. It transpired that he only had a few ribbons, so he did not hand any out.]

Chris asked CPAC last July why we collect all of the information on sessions attendees think they might attend and was told that it helped to assign rooms. However, we don’t end up changing them because the program has to be printed so early. So, the Toronto registration form will be much shorter, which was applauded by the board. CPAC will ask program proposers for an estimate of the draw, and he is also monitoring attendance at sessions in Minneapolis. He’s encouraging Toronto CPAC to use SCHED— it’s only $99. Some Founder’s Fete tickets have been sold on-site, but there weren’t any on-site registrations last night. Financially, the conference looks good; AV came in under budget. We’re having a full breakfast for new members/first-time attendees for the first time. He thinks we’re hovering around 64% ARLIS members, but he’ll be running the attendee list against our members database to get the exact number since we all used the same registration code. (We could have added a self-selected line in the registration form, but we chose not to.)

Jon asked where the project list is? Last time Chris sent it was just before Santa Fe; he will circulate it with Jon’s agenda for calls.

A question was asked about the board dashboard? It's moribund; Chris doesn't like the file system, but TEI’s 2011 master plan includes the creation of new file libraries. Perhaps Chris should walk everyone through it. We’ll discuss at post-conference board meeting. It uses your regular member id and password.

In response to a question from Vanessa, Amy states that she updated the management calendar as Vice-president. It’s a non-functional Word document that works backwards from the conference; we need something simpler. Chris has an Excel spreadsheet for another organization; Debbie has some open source software and says she can work with Chris on this.

Amy thinks Nedda should be recognized, although she doesn’t like public praise; perhaps by a letter, or other means. Jon agrees that she’s prompt, efficient, and gracious, particularly with regard to last minute Strategic Plan Committee postings. He plans to acknowledge her in his remarks at the Membership meeting, but something else should be contemplated.

[Break]

Finances
Tom begins by acknowledging Billy Kwan, VRA Treasurer, for his very well done conference budget. We estimated 50 exhibitors would come to Minneapolis, we have 61. The Founder's Fete, which is totally funded by University of Minnesota, is on target. Tours income is $200 but costs were up to $1,000. VRA tours and workshops are cheaper than ours; we try to make money on these things so we can spend elsewhere, like fancy parties, so concessions were made on prices. Our total budget was $181,00, but we made $193,000. Advertising income was double what we projected thanks to Don McMurray at TEI. We did end up paying $50 for workshop presenters; workshops aren't going to make anything, but they shouldn't lose money. $37,000 was budgeted for the Walker reception, but it came in less since their caterer changed.
We’re projecting to make around $24,000 for ARLIS, compared to $20,000 last year. We’ll probably make a little more, but we removed several items from the conference budget due to its joint nature. The profit split is 70% ARLIS-30% VRA. The convoluted process depended on what each association expected. Tom originally proposed 75%-25%, but the agreement was down to the wire. He emphasizes that we need to have agreements in place BEFORE we agree to have a joint conference. Vanessa asks Tom to document his pearls of wisdom. Ted, Trudy and Anne Whiteside were on the St. Louis CPAC and found it difficult. A big difference aside from our relative size is that we always make money at our conference, and it is our main funding vehicle. That being said, the CPAC meeting in July was very positive. Tony and Heidi will be revising the Policy and Conference Planning manuals and by-laws, but there is a lot of documentation on the joint conference planning experience that also needs to be written. Amy thinks expectations need to be clear, and that we might look at other associations that we could have a conference with. Vanessa states that another way to describe expectations is “non-negotiables.” Of course, for this conference we had no option but to negotiate as things kept popping up. A point about comparative tax status: VRA is a 501c6, not for profit, but they are not a charitable organization. All donations can really only be claimed at 70%. VRA chapters were being discouraged from contributing to the conference, so VRA did compromise on this rather than keeping chapter money for local development. Joint conference flavor is ARLIS just by virtue of size: our conferences are twice as big as VRA’s, so they are giving up some sense of identity.

2010 budget. We were expecting to lose our shirts, but we didn’t. $88,000 projected loss, but we have a net income of $18,000, which led Tom to conclude that budgeting is a crap shoot. Membership revenue was great, esp. student members in Boston, and we loved their energy, too. Investments made $13,000 over a projected $4,000. The conference made $27,000 which was better than we expected. There was early concern about the Boston room block, but we actually oversold, and revenues were far better than we projected. We had a huge food and beverage commitment at the hotel, which is why all events were there.

At the time we made the budget, we were hearing horrible stories from our members, so we created a worse case scenario budget, since we didn't want to spend money we didn't have. Tom asked Ted if there were discretionary areas that we should cut back, but by the time we approved the budget in Santa Fe we had gained back $44,000 of the $88,000. Nothing short of canceling the conference would have had an effect. We went over on management expenses, by $3,000; Tom wonders if we actually did go over our hours.

International Relations Committee study trip was put on the revenue side. As an expense it shows $500 for the designated trip leader and no others. Amy states that originally that money was for the hosting libraries, but Tom thinks this year’s money went to Ian McDermott personally. He took everyone out to dinner the last night of the UK trip. We agreed that there's no reason the membership should subsidize a 20 person trip.

Special funding money to NY chapter, which lived up to their requirements. Tom will speak with James Mitchell to get the link to the proceedings. Debbie asks if there is a place for the board to consult the budget; Tom sends it around once a month, but this is another area for the board dashboard. The budget is approved at the mid-year board meeting, then updated, but it should be available.

Tom received the audit right before he left work for Minneapolis. The important thing is that nothing needs to be changed for it to conform to GAAP, which sounds minor but it's huge. Financial record keeping was a main reason we switched management firms, and he’s sorry Chris isn't present to know
that we are very grateful to TEI for cleaning everything up. We just had a review this year, after two years of full audits, so Keith Joyce didn’t need to go to Milwaukee. He received material from TEI three weeks late, and Tom is still having trouble receiving financial information in a timely fashion. This is stated in the TEI evaluation, and also comes up with action items. The rationale received from TEI this time was that we’re not their only clients. To the auditors’ credit they turned around to meet Tom’s deadline. We are scheduled for a full audit next year, so it should be on the calendar. In response to a question from Debbie Tom states that we do post the auditors’ report on AWS.

A motion was made and seconded to approve the auditor's report. Jon asks why there is so much movement in investments/cash? Tom thinks that the CD we purchased is probably considered cash. The contract for TEI went down slightly because they gave us three months free, and they didn't charge us a transition fee. We should expect fees to go up slightly.

The motion is passed unanimously.

Tom asks everyone to get their board expense forms to Chris after the conference, to show that you spent the stipend, e.g. by getting a duplicate receipt from the hotel.

Mari thanks Tom for his service. Tom gives credit and thanks to Ted Goodman.

Strategic Planning Committee update

Jon reports: Not much of an update. Mari sent out message. Lag to get items up on web. There will be a report at the Membership meeting, we expect strategic plan Q+A will be lively. Good numbers, 160 people, 5 focus groups headed by Barbara Rockenbach. Barbara sent out primer to let groups to know about conference call for focus groups. There will be refinement of the plan and more buy-in and commitment from members. We need to think about how to measure follow-through, not with the committee but a Task Force. We’ll ask Carol Graney, (AWS news and features section editor), to better highlight the Plan; the goals are currently under the committee, should be more obvious. Perhaps with icons for each item? 5 focus groups: 1. Chapters 2. 43 people wanted to participate on conference registration form 3. ArLiSNAP and liaisons to affiliated organizations. We hope that members will ask questions of Pat and Jon at Membership meeting.

ACTION ITEM: Have a shorter list in a highlighted area; distill to sound bites?

N.b. We need web connectivity at all Executive Board meetings.

Future Conferences Updates for 2012, 2013, 2014

2012

Toronto conference planners are Karen McKenzie, Jill Patrick, Margaret English and Stephanie Frontz. Margaret will give the presentation at the membership meeting. Both ARLIS/Ontario and Western New York chapters have teams working on the various areas; the conference will take place Thurs. March 29-Mon. April 2. CHIN wants to sponsor a post-conference all-day event but the details are still unclear. We approved it as long as it wasn't an ARLIS event. Discussion on the problem of overlap of fiscal years where the new year begins April 1; we should also avoid scheduling conflicts with ACRL, as happened this year. Generally later is better, but then hotel rates go up. Toronto CPAC is trying to
line up major speakers, but we can’t let them make any financial commitments yet; we need to wait until CPAC meeting. The conference budget needs to be looked at as a whole, speakers' fees are just part of it. The Canadian dollar is currently strong. Ryerson University has been mentioned as a convocation location, but there are space and flow issues, and the university president can cancel within 7 days of an event. Jon and Chris asked CPAC to continue looking: a winter gardens space with catering would be $40,000. Art Gallery of Ontario was mentioned, but Karen works there and it's not on their list.

CPAC has the perception that exhibitors don't like to go to Canada, so the co-chairs are concerned. James said we did well at Banff. Could Chris help expedite? Tom thinks advice on language used at Customs should be in prospectus, which should also be issued early. The exhibits hall should be worked this year to talk to vendors about any concerns. Banff was an hour & a half from the airport, while Toronto is a major center.

2013 Pasadena conference: Sheraton and Pasadena Conference Center contract has been signed by Mari. It begins Thurs. April 25. Co-chairs are Alyssa Resnick, and perhaps Cathy Billings and Sarah Sherman.

2014: we’ve received letters offering to host from DC/MD/VA and New York chapters. The former did run it by their membership, while the NY chapter’s board letter was much less detailed. Discussion on pros and cons of each city. Sandy points out that cherry blossom season and school break may raise hotel rates. Amy asks should the post-conference meeting decide? Sandy asks if anyone wants to speak in favor of NYC. Amy points out that NY is a huge chapter so it’s easy to get people to do the work. Procedure on response to New York, should we tell them after 2015, since we want to ensure geographic diversity? The board approves the offer by DC/MD/VA chapter to host the 42nd annual conference in 2014. Perhaps New York should be asked to host 50th conference?

Minneapolis Conference Planning Co-chairs Rebecca Moss and Jessica McIntyre have a formal presentation prepared for the Membership meeting, but they wonder if we have any questions. 540 total registration; only 2 Founder’s Fete tickets are currently available. They started planning in April 2008 and successfully made all their numbers. It was lots of work managing the joint conference; they benefited from the expertise of the VRA board, and appreciate the responsiveness of Mari and the ARLIS board. TEI has been ok, but there could have been more info from TEI management; they believe that this caused TEI to review their staffing and take a client away from Chris. They had a great local committee structure, most members didn't have conference planning experience, but they think we'll be pleased. The lunch set up well, only one dead tour bus.

If they were asked should we do another joint, they would say yes. But it need starts from the top, with boards' willingness to compromise, and honor each other's traditions at the same time. Attendees have been very positive so far, and Rebecca hasn't received too many complaints about ribbons. They recommend that members of the local chapters have board experience and conference planning experience when a joint conference is planned. Tom asks for information in writing on the joint planning process; Rebecca replies that they'll have a full report, and various sub-committees have anticipated the need for documentation. Rebecca believes that another reason to have a joint conference is the income potential. CPAC was a big help in the budgeting process, and obviously the free workshop space from MCAD and the $10,000 gift from University of Minnesota made a difference. We also need to manage members' expectations, e.g. with the workshop honoraria.

Mari commends the CPAC, and ARLIS and VRA chapter members, as well as their institutions. A round of applause for Rebecca and Jessica.
Year in review

Heidi reviewed the year’s activities:
Minutes were prepared and circulated for the 2010 Membership meeting, both pre- and post-conference board meetings, the midyear board meeting in Santa Fe, and 13 conference call meetings throughout the year (4/23, 5/12, 6/7, 7/8, 8/4, 9/9, 10/18, 11/19, 12/22, 1/18, 2/4, 2/22, 3/18).

Forty-one action items were tracked, of which 16 were carried over from 2009.
Twenty-three motions were passed*, and two failed. Three were related to approval of minutes, and one to approval of the annual budget. Six were concerned with aspects of the shift to print and electronic publication of Art Documentation.

* Including motions made at this meeting

A motion to approve the minutes from meetings on Jan. 18, Feb. 4, Feb. 22 and March 18, 2011 was made and seconded.
The motion passed unanimously.

Liaison reports

James: Canadian representative and liaison to International Relations & Public Policy Committees. Attended chapter and board meetings. He’s been in contact with Canadian library schools, to distribute tri-lingual brochures and a poster to recruit student members that he’s creating after consulting with Bryan Loar and Nedda. The Mexico study trip will have a maximum of 25 ARLIS members plus 15 IFLA members. The IRC states that the Amsterdam trip was highly subscribed at low 20s including spouses. Public Policy committee has issued several statements during the year. James launched a new ARLIS/NA Canada web site last summer but it hasn’t gotten much uptake. It does syndicate art news. The Vancouver Gallery also circulates art-related news and posts it as well at arliscanada.ca. James also chaired Melva Dwyer awards committee.

Vanessa (Chapters liaison) attended various meetings; worked with specific chapters and the board to explore distribution of L-Soft Listserv software; solicited chapters for feedback on preliminary goals for the 2011-2015 ARLIS/NA Strategic Plan and collated responses for the board and the Strategic Planning Committee. She created an updated list of chapter chairs and treasurers in coordination with TEI at the request of the IRS, and worked with the Treasurer and accountant to facilitate tax exemption filing for all chapters in the United States. Vanessa updated the 2011 Chapter Officers Roster and facilitated board attendance at chapter meetings. Mari asks if any chapters have expressed how the liaison role works compared to the old system of regional representatives: not to Vanessa, but Amy states that she’s heard that having different board members going to chapter meetings is greatly appreciated and others concur. Expenses are reimbursed up to $400/year, but not for treasurer or liaisons.

Do we have suggestions for chapters who are struggling to attract members? There is concern on the sustainability of some chapters. Tony said that Southern California underwrites some of the cost to attend national conference. Heidi thinks the new media kit that the Membership Committee is developing may help. Amy states that we’re in a period of job contraction. Mountain West had a very successful virtual conference. Sandy thinks our board call model could be employed to strengthen ties. Vanessa thinks there could be more shared knowledge on recruitment among chapters; she has done some of this via the list but wishes there was more of a fun way to communicate. The Canadian model could help; James is happy to share with anyone. Tom thinks we should work with ArLiSNAP: they
have ideas and are entrepreneurial. Jon says a conference session could be a good idea.

Sandy: Communications and Publications Liaison. She attended the Delaware valley chapter. Jonathan’s report covers CPC activities. Sandy has been most closely involved with the Art Doc Task Force, RFPs, and the contract. The counsel had some good, some not so good suggestions on the contract. University of Chicago Press accepted some suggestions, not others, but it’s a good contract. Tom commends Jonathan Franklin and the Task Force for their work. VRA is going with BE-Press (Berkeley Electronic Press), which isn’t an intuitive selection: they cover more business and economics titles. Judy Dyki has been to Chicago once already; the cover will be re-designed shortly and we will be featured in their next journals brochure. The Press has recommended that we establish an editorial board; we should have one as a peer-reviewed journal. Some things in the policy manual related to TEI responsibility in this area need to be reviewed. Whether the members of the board are ARLIS members is up to us; probably some people care a great deal. Tony reports that the College Book Arts Association has just been through this process; he will share information with Sandy. Jon asks if the Press might have recommendations? In the RFP process the Task Force did speak with other like journals, maybe we could check back with them. Tony reports that as a member of the CAA editorial board he had to sign a non-compete contract.

CPC has received good applications for the Professional Resources editor position; they’ll conduct one in-person interview here, and two phone interviews later. We will need to re-visit honoraria; Laurel commends Sandy’s contributions.

Kim: Development and Membership Liaison.
Membership: 1,049 total members as of March 201. Searching was enhanced in the Members Directory on AWS. Membership Committee supplemented automatic renewal reminders with targeted messaging to non-renewals. Member’s years in ARLIS is often wrong in the directory, and the committee suggests a campaign to get members to update this information themselves. There is a lag-time between TEI’s receipt and processing of renewal payments which can affect a member’s status. Four hundred new and corrected Membership brochures have been printed and were distributed at ALA in 2010, as well as mailed to chapters. A new page was created on ARLIS/NA’s Web site to house the flyers and other promotional materials at http://www.arlisna.org/promo_materials.html. A “media kit,” is being developed, which will include a standardized PowerPoint introducing ARLIS/NA and listing member benefits. Instead of creating a PDF version of the brochure, the committee has created PDF flyers in three languages. The committee is working with ArLiSNAP and the Diversity Committee to promote membership, help foster membership retention, and provide leadership training for the Society. The current Membership Chair will participate in the AWS Sub-Committee to develop a needs assessment on the necessity of a CMS. Membership Categories are being reassessed; we need to make sure that the Business Affiliate/Institutional Membership has been combined into one “Business Affiliate/Institution” at $190, and we’ll get rid of the Overseas category as soon as Art Doc subscription is finalized. The committee chairs now have access to the database to create ad hoc membership reports, but it’s difficult to analyze longitudinally unless reports have been printed on specific dates. Chris is working on this.

Development
Revenue brought in via Awards, Sponsorships, and In-kind donations totals $44,150.00. Breakdown is: Awards: $9,000.00; Sponsorships/Chapter Donations: $33,750.00 ($30,000.00 prospects; $3,750 Chapter Donations); In-Kind: $1,400.00; Society Circle: $12,070.00
The Award renewal process took longer than expected this year. This conference is the first to have a speaker funded by the Alternative Voices Speakers Fund: Plenary speaker Wing Young Huie. The co-
chairs will work in the coming year on improving and documenting Development workflows and timeline, and TEI will work to improve the Database for the prospect list.

Heidi: liaison to Cataloging Advisory Committee.
CC:DA representation shifted from Elizabeth Lilker to Dan Lipcan of the Metropolitan Museum. Elizabeth will continue on the committee in a consulting capacity. Cataloging exhibition publications--best practices is complete. Cataloging Distribution Service has merged the four chapters into a single resource in Cataloger's Desktop and Kraig Binkowski or his successor will do the same for AWS. CAC’s wiki is publicly available; those with PBWorks accounts can add comments but not edit documents, committee members have full read and edit privileges.

In the coming year they will create RDA examples of a variety of art-specific resources, along the lines of the AACR2 examples done for a workshop in 1981. The Subject Analysis Committee is looking at genre/form headings and subdivisions in various areas and anticipate there are art headings to be looked at. Three of the committee members are moving to consulting status and will be replaced in Minneapolis or after.

Tony: Education Liaison
Professional Development Committee set up GoToMeeting and GoToWebinar software for the Society’s use. Chris and Karen will take over management of the GoTo Software in April. PDC administered and hosted six webinars (265 attendees), and the ARLIS/NA Mountain West Virtual Conference (14 attendees). A permissions statement for use with the Webinars was developed. A Vimeo account was created to archive the webinars, but this is only a short-term solution. PDC members organized the New Voices in the Profession panel, managed the Conference Networking Program, and manage both the ARLIS/NA Facebook and LinkedIn accounts. The internship roster has been transferred to the Internship Awards Committee. Stacy Brinkman is the incoming chair for 2011-12.

Action items:
1. Work with the Membership Committee to target PDC programming to specific portions of the membership.
2. Establish a plan for archiving webinars, chats and any other PDC content that is to be made available on the AWS for members.
3. Conduct a survey of all webinar participants to better hone future programming.
4. Create a management document for the incoming chair to be passed along with successive chair appointments.

The Education Subcommittee determined webinar and chat content.

The Mentoring Subcommittee reported that the 2010-2011 mentoring cohort was successful. The 2010-2011 Southern California mentoring cohort has 10 participants. A webinar was hosted in January for members interested in the 2011 Minneapolis mentoring workshop and year-long program. Outreach to Chapter Chairs was initiated suggesting each chapter send a member to participate in the training program, but only one chapter expressed interest. They developed a spreadsheet to track mentor ‘asks.’ The committee accepted 11 mentors and 11 mentees for the 2011-12 program; the 1-1 match is due in part to the participation of VRA members.

SEI 2010 was held at the University of New Mexico in Albuquerque. Both ARLIS/NA and VRAF each received $6881.27. VRAF appointed Betha Whitlow as the incoming co-chair. A position description for a Curriculum Specialist was developed. SEI has a new website and logo, and a link was added to the AWS Career Resources. SEI 2011 will also be held at the UNM, from June 7 to June 10. The Kress
Foundation funded five student scholarships.

Other business
Mari asked for discussion on the seating of the board at the Membership meeting. She received a request from Abigail van Slike regarding the SAH Partners program, asking if we would recognize them as an institutional partner. They are currently affiliate members which should allow our members access to Sahara. It is not exactly clear what the implications would be; Sandy and Alan thinks it may be a way to promote Sahara, which currently doesn’t allow institutional subscribers. Mari will ask her for clarification.

Chris states that the ARLIS executive board meetings runs under Robert's Rules of Order and emphasizes to new members that this is your board. Don't be afraid to speak up, or to make motions; it's ok if they fail.

Jon looks forward to seeing continuing and new board members at Monday’s post conference meeting at 9 am.

Buses for Founder's Fete board on 11th St side of hotel- hallway next to gift shop. Sandy and Amy are walking at 6:40.

Mari thanks everyone once again.

Adjourned at 3:55 pm