ARLIS/NA Executive Board Conference Call Agenda
May 19, 2011 2:00-3:00 PM CDT

1. President’s announcements (Jon)
Present: Tom, Sandy, James, Chris, Jon, Debbie, Alan
Absent: Laurel, Rina, Mari

Jon convened meeting at 2:07 PM, CST.

The ARLIS/NA Executive Board Mid-year Meeting news will be hosted in Houston. Chris has set aside rooms at the nearby Hotel ZAZA. Scott Shearer will be joining, probably for one day. Jon thought that it also great that Scott wants to come to next conference in Toronto, where the Executive Board (EB) can get to know him. Jon believes that TEI is working hard with ARLIS.

About the TEI assessment: Tom had a very positive dialog with TEI regarding the timeliness of financial updates; Tom and Liz talked, and she pledged to get financials to Tom by the 15th of each month. Jon asked Tom to let him know about the timeliness of the reports.

Jon noted that the CPAC Meeting agenda in mid-June is set. Chris is working with the conference planners, so Jon has not had to focus on it. Chris is doing a good job. Plan to look at hotel space on the morning of the first day, with meeting issues on afternoon of the first day and morning of the second day. CPAC is staying at the Gladstone Hotel, where each room is themed around an artist. They are staying there and not the conference hotel to cultivate a relationship with the Gladstone administrators with whom Jill and Karen already have relationship.

Jon asks Chris to brief the EB on Margaret English who was originally proposed as a local conference co-chair; she resigned from Conf planning Committee altogether. Why is she resigning? There was a reorganization of the committee and she was no longer a co-chair. Jill Patrick and Stephanie Frontz became program co-chairs. The reorganization demoted Margaret to being head of registration. Chris had conversations with Jill and Karen and Margaret, and to Margaret it looked like a demotion. Others on the committee felt that her skills could be used differently and that they were not being used well. Chris tried to stay neutral; he indicated that this was a loss for the committee, as Margaret had good ideas. He is fearful that there might be some micromanaging going on. Margaret will participate as a volunteer, but not on the Local Planning Committee.
Jon said that this was a loss, and plans to call Margaret and others about the situation. He thought it would be helpful to know what transpired.

His goals are not a surprise; they are consistent with those articulated at the Membership Meeting. Focusing on Communication and Prof Development are the two biggest goals.
Jon has discussed this goal with those who be most affected by the new communications initiative, Nedda Ahmed and Carol Graney; if they need help, they can get it; Jon has conferred with the Professional Development Committee (PDC) with Chair Stacy Brinkman and Rachel Resnik, Head of Mentoring Sub-committee; he got good feedback from them.

Jon mentioned that there will not be progress this year on mid-career mentoring. He wanted to make a more broad-based push this year, not just mid-year as was planned.

Committee proposal: EB may want to communicate to the membership via the ARLIS Web Site (AWS). Carol and Nedda were helpful about tweaking the AWS.

2. Approval of minutes (Alan)

**Motion:** Alan made a motion to approve the EB Meeting Minutes from 03/28/2011 and 04/14/2011. Seconded; no other comments. Motion passes unanimously.

3. Financial report (Tom)

Tom distributed the March financials; the April financials were in but he still needed to review them.

Jon has a question about the March financials on page 5; what was the difference between conference income and conference expenses? Was it $100,000; if so, that was a healthy profit, way above what we usually make.

Tom wants management fee expenses for the Minneapolis Conference ($30,000) subtracted from the profit total of $100,000.

4. Liaison reports (James, Laurel, Sandy, Rina, Sarah, Alan)

**James:** International Relations com: ARLIS UK wants to visit NYC; IRC considering looking to accommodate the visit near in time to the Toronto Conference, either before or after, that is not yet set. For the next meeting, James will bring a document from the the Public Policy Committee (PPC) regarding the Library Copyright Alliance.

Lastly, James was in communication with Karen McKenzie regarding the board of the Toronto CPC. It seeks to have the ARLIS/Ontario Chapter incorporate itself. The Toronto CPC wants to incorporate so that they could have more opportunities for fund-raising. This is tentative. Sandy asks what do they want to do? James indicated that they wanted to incorporate the chapter as some US chapters already are. Debbie asked: what does “incorporation” mean? In Canada, the chapter cannot get involved in “gaming” for fund-raising purposes. Gaming would include, according to James, a raffle. Non-incorporated bodies cannot hold a raffle, which is gaming, silent auction is ok, not considered gaming.
Alan asked about the Ebay-type online auction fund-raising idea mentioned at the 03/28/2011 Postconference EB Meeting; James hasn’t pursued it. They are planning to have a silent auction over a period of months.

Tom noted that it would be helpful for the EB if the CPC could get a document outlining the benefits and costs of incorporation, and then this document on incorporation should be run by legal counsel. James indicated that he would get such a document. Chris asked whether incorporation fees would be covered by ARLIS/NA or the chapter. James thought that the chapter should cover the fees for its own incorporation. Jon agrees; Tom didn’t know what chapters had incorporated. James indicated that several have, and that there are a variety of benefits.

Jon asked if the reason for incorporation had any other purpose other than enhancing conference revenues. James answered that there was no other reason. Elizabeth Sharp said that CARLIS was incorporated and there were many issues with sponsors in Canada. The EB agreed that it needed to see a formal proposal.

Chris wondered why incorporation was helpful. Did we do this for Banff? James corresponded with Eliz Clarke who participated in the Banff meeting and recalled challenges there and wanted to improve fund-raising for Toronto. James underscored that this drive for incorporation was wholly about conference fund-raising.

Jon thought that the PDC should consider discussing the incorporation issue with the chapter chair and her membership. He thought that request had to come from the ARLIS/ON Chapter Chair. He asked James to mention the discussion to Karen and follow up with the Chapter Chair.

Laurel: On vacation, no report.

Sandy discussed the Art Documentation marketing survey; they are trying to find out about marketing Art Documentation. She would like to create a marketing list including list-servs and other organizations in which to advertise. If you can think of any, send to Judy.

Sandy was expecting to get cover art, as a sub-committee was working on this. Jonathan Franklin was working on the creation of an Art Documentation Editorial Board and their requirements. They were considering art museum directors, for example, or individuals from the auction world, an art historian, to create well-known, international representation. She will hear about that soon.

There is an AWS survey; it is considering user needs with a draft survey on Survey Monkey; Jon did not see it. Jonathan Franklin is involved in creating the survey. Linda White has looked at it, and has tailored it. Rina was going to look at it from Membership perspective. By 06/14/2011, Jonathan will collate survey results and Sandy expected the survey report in late June 2011.
Rina asked previously about putting membership brochures in a central location. Chris has them at HQ. Request from Chris. Laurel is coordinating requests from chapters. They were reprinted for the Minneapolis Conference, so there is a good number of them. The question was asked if the materials were available online?

***Action Item: Rina and Laurel should remind the chapter membership chairs to distribute membership brochures.

Rina sent her Liaison Report to Alan who read it: “The Development committee is handling sponsors acknowledgements on behalf of ARLIS/NA separately from VRA and is including a note about VRA’s appreciation, but may share with VRA only very basic info about vendors and contacts for this conference and nothing more. Development is moving forward with establishing a merchandising presence on CafePress, or a similar site, where inventory and mailing is handled by CafePress. The committee has also contacted the ArLiSNAP Chairs to gather information on their experience and propose a joint presence.

Membership committee is using a Google Site for project management. They are looking at opportunities to promote ARLIS/NA through tables at other organizations’ conferences such as ALA. They will also propose to the IRC group heading to Mexico the sharing of membership brochures while abroad. For future discussion: Membership committee requests access to the Minneapolis post-conference survey results. Working with Headquarters to communicate to the membership changes in membership categories and benefits.”

Sarah: The SEI event is coming June 7-10. There will be a phone conference on May 31. There are 41 registrants out of a possible 45, and she is happy with that; fund-raising for the SEI event occurred quickly. This year there is a special needs participant, so an American sign language translator will be needed at the University of New Mexico (UNM). SEI is picking up half of the cost of the translator, with UNM picking up the other half of the cost $500 of $1000.

She did not have much to report from the The PDC’s first conference call on May 31, 2011. In regard to Action Item #19, Sarah had done work on getting some demographic info, and would communicate with Maggie Portis of the Development Committee and Jamie Lausch of Membership. Sarah will contact Chris to see if a survey membership is needed. She noted that Action Item #19 was completed.

Alan had no Liaison news to report.

5. LibGuide hosting (Debbie)

Debbie reported on Lib Guide hosting for ARLIS/NA; Sandra Lay, Moderator of the Fashion Special Interest Group (SIG) asked about the idea of creating a SIG Fashion Lib Guide. ARLIS/NA would have to take on a fee of $900 a year. Sarah indicated that she was impressed with her guide, but would like to
see more input from membership. She had a concern about the portability of content. Can she export this info? Springshare has an export function. SIGs have turnover, but Lib Guides are costly. Debbie said that there might be better or less expensive options. She is not sure how we should determine easy feedback on this. Tom noted that the Academic Library Division was creating a list of lib guides.

***Action item: Debbie to send an inquiry to Yuki Hibben, Moderator of the Academic Lib Division to ask her what she thinks about this. Should they create a directory of lib guides? If created, can it be updated?

6. Strategic Planning Committee update (Jon)

Jon reported that the Strategic Planning Committee conference call occurred today (05/19/2011). To this point they have hosted focus groups on 04/03/2011, 04/12/2011, 04/14/2011 and 04/28/2011, with a mixed group, affiliate liaisons, and ARLISNap; they expect to send a summary of the focus group findings to the EB by May or June. The SPC is really committed to the plan and are committed to follow-up on its progress. The SPC will take a break over summer, reconvene in the fall. This current team cannot stay on the committee to preside over the action phase. SPC will need more members.

7. TEI update and priority list (Chris)

Chris discussed the TEI Priority List sent out before the EB conference call. Rina will get survey information from Minneapolis. TEI analysis of credit card income was sent to the EB. Some in ARLIS/NA wanted to use American Express Cards, vendors requested the use of AMEX Corporate cards. AMEX requires that ARLIS/NA pay a monthly fee. If we wanted the AMEX payment option, Chris would wait to sign up with AMEX just before it would be used for the Toronto conference. Debbie asked about payment penalties. Chris reiterated that ARLIS/NA would pay a per month fee. Debbie thought that we should allow ARLIS member use of AMEX and AMEX Corporate Cards for vendors. Sarah agreed. Chris will bring this back after CPAC when we know that conference web site will be live. Tom thought that the AMEX subscription might begin around membership renewals time, c. 09/2011 or 10/2011.

Chris noted that Action Item #3 was completed 04/14/2011, Item #6 on 04/30/2011, and Item #16 on 04/18/2011.

Chris mentioned TEI Project Tracking Sheet. Debbie asked if note cards could be printed up the ARLIS/NA logo. Chris mentioned that 250 note cards on linen stationery had been ordered. Chris wants orders, and can bring them to mid-year board meeting. Chris can also drop them in the mail. Envelopes do not have ARLIS logo.
He is negotiating with Toronto Sheraton meeting room changes. Chris indicated that he was meeting monthly with the Toronto CPC and with the conference co-chairs each week; he also had been working with Kari Horowicz on the Toronto Exhibitor Prospectus.

Chris discussed items on the TEI Project Tracking sheet including: Line 14 AWS changes Sandy and Rina, Jonathan Franklin, Jaime Lausch, following contract, doing what we need to do in June to make it happen; Line 16 Development data base prospects, Scott of TEI will be done mid-June; Sonja has been told. Edit and reporting functions. Two projects still on TEI’s IT Department list, meeting with Scott on Monday about them.

***Action Item: Chris needs Input from EB on TEI project list to prioritize items by A B or C of importance.

8. Bibliographic Society of America liaisons (Debbie)

Debbie does not want to discuss now. Tabled.

9. Communication Proposal & video discussion (Jon & Sarah)

Jon sent tapping for expertise, CPC members on communication: See when Jon has edited info. Video sent out appreciated, interesting demo.

Jon discussed the use of video software as a means for the EB to communicate with the membership. Who has accounts at their institutions? Jing Pro very powerful, $15 JingPro, can export in MPEG4 and upload to YouTube. Educate and experiment. Can talk about whatever and can use computer screen. Jon liked the sample, found it interesting, and will give it a go. He still has some investigation of the software’s technical aspects.

EB needs to take lead on this. How will we use it? Shall we encourage people to come up with messages with Sarah or on their own with their own IT staffs?

Is there a repository to keep the videos? Sarah Falls wants to know where we could archive. What is the policy on video archiving, new technology? Debbie uses Camtasia at her institution. They have support staff.

***Action Item: Jon asked Sarah to recommend certain software: Sarah will work on it with Rina and her liaison group to create her own projects. Sarah will also work on repository proposals, check with PDC and then pass on a draft to the EB.

10. Action Item Review (time permitting) (Alan) Passed.
Jon will send a message on options for streamlined conf calls in future.

Jon wants to have an EB discussion on the TEI project list.

Meeting adjourned 2: 25 CDT