ARLIS/NA Executive Board Conference Call  
October 20, 2011 2:00-3:00 PM CST

Present: Jon, Tom, Mari, Laurel, Sarah, Sandy, Alan, Rina, Debbie  
Absent: James

President’s Announcements (Jon)

Jon called the meeting to order at 2:00 with a full agenda.

He apologized that the meeting minutes were not sent out to Alan until October 20th.

Jon asked to go into Executive Session.  
Out of session.

If there is information that comes up at the chapter meetings, we should mention it among the Executive Board (EB) for unified distribution.

Jon appreciated the John Chrastka’s proposal; we’re not interested in pursuing at this time; Sarah and Jon wondered if TEI could perform a communications audit for ARLIS/NA? Chris was not sure, but he suggested that Jon talk to Scott during a call the following day. Action Item 1

Liaison Reports (James)

Absent.

Liaison Reports (Laurel)

Laurel did not have anything new to report as she had been on vacation.

Liaison Reports (Sandy)

Sandy noted that the ARLIS Web Site Sub-committee will have a conference call on November 3, 2011. The On-line Advertising Group (Darin Murphy, Chris, Jonathan Franklin) will have a call
on November 7, 2011, and they will report something at the November 17th EB Conference Call. Sandy put some information on this subject on Wiggio in the CPC folder.

**Liaison Reports (Rina)**

Rina skyped into Twin Cities Chapter Meeting. She mentioned that ARLIS/TC was working on a local mentoring program to launch in 2012. Sarah mentioned that ARLIS/SE was considering a local mentoring program.

Rina also said that Jon will communicate with TEI about a meeting between Scott and Jamie Lausch Vander Broek about membership retention. **Action Item 2**

**Liaison Reports (Sarah)**

Sarah attended Professional Development Committee (PDC) which is working on the member analysis break down. The PDC is working with the Membership Committee to figure out what kind of professional development programming would benefit the most members. The PDC is updating the Internship Roster on the ARLIS/NA Web Site (AWS). She mentioned that the PDC is interested in social networking sites, and will be interested in the EB’s take on this. The SEI Committee forwarded a draft of the proposed Memorandum of Understanding with the University of Michigan on October 20.

**Liaison Reports (Alan)**

Nothing to report.

**Financial Report (Tom)**

Tom sent out the September 2011 Financial Report on October 18th. Unless there are questions about the financials, Tom had nothing new to add.

Jon reviewed membership revenue numbers and felt that they looked pretty positive in every category. Tom noted that individual dues had dropped off a little bit. We did very well in the institutional business affiliates and overseas categories, but this revenue will disappear with the UCP contract. We need to be very careful to maintain individual members and those that have stepped away. Can we meet projected numbers for individual memberships, Jon asked. There is some deferred dues money for 2011 ($18,000) that will be figured into the individual
membership total. (This will make a $69,000 total.) Renewal money received between October-December 2011 will be deferred to 2012.

**Membership Type Change Proposal (Rina and Chris)**

Rina said that she and Chris had discussed steps to extend membership benefits to exhibitors and conference sponsors who support ARLIS/NA at a rate of $500 or higher. Rina hoped to arrive at a motion at this meeting so that this benefit can factored into the development process for the Toronto conference. This membership benefits change to the ARLIS/NA By-Laws can be added to a larger body of proposed changes to be voted on by the membership.

Jon indicated that he thought that Heidi and Tony will have more, so there will be one large vote on bylaws.

Chris and Rina discussed eliminating non-member exhibitor rates at conferences. Everyone who is an exhibitor at the $500 rate will become a member after the Toronto Conference. Language in the By-Laws Article 2, Section 2.D provides language that will allow the EB will be able to create special “sustaining” membership classes in the future. Chris thinks that the new membership class should be permanently incorporated into the By-Laws.

Mari asked if all the changes have been approved by the membership committee? Rina said no, that she has talked to Jamie and she is in support of the change. They have not asked the committee in the interest of time. They need to get the change moving so that the Development Committee can incorporate it into its planning for the next conference. Jon wanted Rina to have Jamie discuss the changes in membership with her committee. **Action Item 3**

Sandy asked if the exhibitor rates stayed the same would there not be a loss of revenue? There were 12 non-member exhibitors at Minneapolis. There will be some loss of revenue in Toronto. Business affiliate members will be lost according to our contract with the University of Chicago Press, but we hope to recoup some of this from *Art Documentation* royalties. Sandy asked if we should raise exhibitor rates to offset the losses, but not so much to scare off exhibitors? Chris did not think that the current market will allow a raise in cost.

Debbie asked if there are vendors who are already individual members? Chris did not know, but he did say that 85% of the member exhibitors at Minneapolis appeared on the list of Business Affiliates and Institutional Members. Debbie liked the proposed membership changes to cultivate our closest vendor supporters.
Chris felt that the change built value into being an sponsor/exhibitor. Sandy felt that this change would “pull more exhibitors into the life of the society over the course of the year which will hopefully encourage them to exhibit in subsequent years.”

Jon wondered if we should raise exhibitor fees to include the value of a membership and to counter the loss of revenue? He wondered how we can underscore to exhibitors that they are getting added value this year? Debbie hoped that this would insure vendor loyalty.

Karen McKenzie was to call at 2:45 to voice her concern about the EB’s decision in September to raise the price of a half-table at Toronto to $500. The local committee felt it important that it be lower at $400 to encourage local participation.

A motion to ratify the membership change was set to be made after Karen McKenzie spoke to the EB.

Chris and Rina felt that we should continue to charge a nonmember rate to advertise in the conference program, and that this rate should be higher than the member rate. The EB felt that this was reasonable.

AON Insurance policy review (Chris)

AON was in the process of getting Chris some additional quotes about why the medical liability level is so low.

Chris secured with Sheraton to include wireless for rooms at $209 CN.

IRC Budget Issue (Tom)

Tom indicated that he missed a “customary” (since a budget line was added in 2009) $500 payment made to the local hosts for the International Relations Committee Study Trip. ARLIS/NA is therefore committed to paying this $500 to the Mexican host (AMBAC). In earlier EB documents, Tom found that this payment should be tied to an annual IRC Special Funding Request, and he would like that this be made clear in the future. Debbie asked if anything precluded members of the IRC from making multiple requests at the upper limit in the same year. No one thought so.
Motion 1: Tom moved that we pay $500 from the 2011 ARLIS/NA Budget for the IRC trip to Mexico. Motion passed 9-0. Tom will make arrangements for payment with Kristen Regina. Action Item 4

Motion 2: Tom moved that $500 be set aside in the 2012 ARLIS/NA Budget as Special Funding for the 2012 IRC Study Trip. Mari seconded. Motion passed 9-0.

Toronto Half-table Pricing (Karen McKenzie) [at 2:45 pm]

Unable to join the meeting Karen wrote Chris and Jon a quick message asking: “Jon can you make a fast executive decision to reduce the fee for a half table to $450? You all [EB] decided on $500. North of Lake Ontario, [Canadian Exhibits Co-coordinator] Larry [Pfaff] and I feel strongly that this is past the psychological price barrier for small Canadian outfits and strongly recommend $450. [US Exhibits Co-coordinator] Kari [Horowicz] is neutral. Canadian firms are much smaller than the American and European exhibitors who always come to our conferences. The business value investing in our annual conference isn’t there for Canadian firms, as is borne out by them rarely exhibiting. Toronto is their kick at the can and I want to make it work for them.”

After this was read, Rina indicated that she and Chris believed that we should extend membership to exhibitors contributing at the $500 level and above. They believed that the membership has added value worth $500.

Debbie felt that there are two reasons to adhere to the $500 half table price: 1. There will be a new membership structure, whereby exhibitors spending $500 will receive a membership, a $120 value. 2. The American dollar is not too strong, and it will be more costly for American vendors to attend the Toronto Conference.

Motion 3: Rina moved that “In accordance with Article II, Section 2. D of the Bylaws, extend the benefits for an annual special membership to all exhibitors and sponsors who support ARLIS/NA at a rate of $500 a year or higher.” Laurel seconded. 8 votes for, 0 opposed, 1 abstention.

Chris mentioned that the $500 figure was chosen because it is different from the $499 and below “Conference Support” category.
Rina noted that this motion was passed so that changes can be made to the Toronto Exhibitor Prospectus as soon as possible. Different, more permanent wording will be written for the By-Laws vote.

Motion 4: Tom moved that we provide $450 half-tables at the Toronto Conference. Mari seconded. Motion passed 9-0-0

Hosting of the Artist Files Directory (Debbie)

Debbie could not recall the complete details of what was decided at the Mid-Year Meeting. Chris noted that he had this project on the HQ Project List to move the files starting next year with a deadline of March 31, 2012.

This issue was tabled until the Mid-Year Meeting Minutes can be read.

The Mid-Year Minutes stated:

“The Artists Files Working Group (AFWG) requested $119.40 to cover Inmotion web hosting fees for Artist Files Revealed Project. The AFWG consulted TEI to host this, but they could not, so another host had to be found. This would be a retrospective cost reimbursement. Sandy made a motion that we spend $119.40 to retrospectively cover the costs of Inmotion hosting of the Artist Files Working Group’s Artist Files Revealed Project. Tom seconded. Motion #11 The motion passed 9-0, with none opposed and 1 abstention. Tom will follow up the AFWG. Action Item 30”

Jon indicated that if we haven’t dealt with the issue fully, then we will discuss it via email in the near future.

Social Media: Facebook & Twitter Accounts (Chris)

This extends to larger question of whether ARLIS/NA would like to fund third-party social media solutions. Toronto Publicity and Promotions Chair Victoria Sigurdson would like to use Facebook and Twitter to promote the conference.

Chris believed that in some cases that ARLIS/NA already had accounts to these social networking media. Chris and Victoria are trying to ascertain who has the access passwords? She wants a Twitter account and CPAC wanted an ARLIS/NA Flickr account; Chris has researched this and he found that Twitter does not have a “professional level account.” You can advertise with
Twitter and raise the level of your tweet. Chris will let Victoria know that he has the user id and pw and will keep these in a central place. **Action Item 5**

*Sandy* asked if Chris had asked Nedda and Jonathan Franklin about this? Chris said that Victoria has contacted Nedda several times about this, some of the leads have led to dead ends.

*Sandy* indicated that she has access to Facebook, and Sarah Falls has access to Linked In. She indicated that there are 5-6 people who have admin account information for Facebook. *Chris* asked *Sandy* who has the Twitter account? *Sandy* did not know of an ARLIS/NA Twitter account, although she knew about an ARLIS/NY Twitter account. *Sarah* indicated that PDC talked about the accounts, and that Stacy Brinkman talk to Jonathan Franklin about Communications and Publications (CPC) goals for social media. *Jon* felt that the CPC should be the go-to folks about social media passwords and control, and that Victoria should be pointed in that direction. PDC should have access to social media, but CPC should be the main administrators. *Jon* asked if. *Sarah* indicated that PDC discussed the accounts, and recommended that Stacy Brinkman talk to Jonathan Franklin about Communications and Publications (CPC) goals for social media. **Action Item 6** *Sarah* indicated that this had been done at the last meeting.

*Chris* asked if anyone on the EB had a problem if the Toronto Committee create its own Twitter account? No one did. Chris also mentioned that the Minneapolis Conference Committee had a Flickr account. He asked if he should have Victoria contact Flickr about starting a Toronto account? Chris wanted to avoid event-specific accounts; he wanted one account maintained by TEI for use of all. He would point Victoria in that direction. **Action Item 7**

**Website Use Statistics Access & Demo** [tabled from mid-year] (Chris)

*Chris* demonstrated EB web site. The EB member’s AWS user ID and password will admit you to this web site. The EB can view TEI’s Project List here, and the EB can add projects to this list. Below is a link to the Development Committee’s Prospect Database. This list has been passworded for only Development Committee members. He also showed where EB members can download reports from this system, such as a full membership report. Included in this would be a list of inactive members, for example. The EB can also download reports of TEI staff hours. “Current month’s report” will yield the TEI log of activities for the month. The ARLIS EB does not have a speakers bureau, but a link is still on the page, because other groups use it. The Membership Committee already knows about this page, as they draw membership data from here.
Chris demonstrated Google Analytics by first clicking on the blue access analytics button. Chris sent out an email that has the pw. This will provide usage information for the AWS. Click “View Report” icon. It will present the Google Analytics Dashboard, the overview of usage statistics for the past month. Nedda and Jonathan have been shown this Google Analytics site. They will be checking usage figures surrounding the next ARLIS/NA Webinar. Jon asked the EB to look at Google Analytics for future discussions. Action Item 8

Sandy asked how far back the data went? It has been collecting data since October 2010.

Strategic Plan Committee Update (Jon)

Jon indicated that there is not a lot of news here.

TEI Update and Priority List (Chris)

Jon tabled this.

Chris left and the recording ceased.

TEI Contract Renewal (Jon and Debbie)

Jon led the discussion on the contract renewal with TEI. The contract for renewal or something else is up on May 14, 2012. Changes to the contract need to be made a month before February 15, 2012.

Mari asked that a copy of the contract be sent to members. Action Item 9

Jon indicated he can negotiate the length of a contract; it does not necessarily have to be 3 years in length. He indicated that putting together an RFP to get another management company would take a year, so we really don’t have time for this. He saw no need to scuttle relations with TEI. Debbie and Mari stated that TEI has worked hard to improve relations.

One EB member indicated that it has taken an investment of ARLIS/NA’s time to educate TEI, and that to start another firm would waste that. ARLIS wants TEI to invest in them.

Jon asked if there could be a motion of intention to renew the contract with TEI. Mari asked for more time.
Jon underscored that to renegotiate the contract needs time; the EB needs to perform its due diligence and put our efforts into a renegotiated intent to renew. That’s our intention. He hopes to make a motion to this effect soon.

Jon adjourned the meeting at 3:45