ARLIS/NA Executive Board Conference Call Agenda
November 17, 2011 2:00-3:30 PM CST

Present: Jon, Mari, Laurel, Rina, James, Tom, Chris, and Alan
Absent: Debbie

1. President’s Announcements (Jon)
   Jon called the meeting to order at 2:02 CST.

   Mari, Debbie, Tom and Jon will have a conference call to discuss the TEI contract renewal next week.

   He also mentioned the formation of an ad hoc committee to establish a financial model for potential future joint conferences between ARLIS/NA and VRA.

2. Approval of minutes (Alan)
   No one had read the minutes, so they could not be approved. An action item will be made for the board to read the minutes. Action Item #1.

3. Liaison reports (James, Laurel, Sandy, Rina, Sarah, Alan)
   James reported that ARLIS Canada 11/10/2011 in Vancouver, Adam Lauder from York University to discuss his Iain Baxter electronic *raisonné*; Lauder gave a talk called the “Library in Motion.”

   James has been setting up the jury for next year’s Melva Dwyer Award, sent out notices on list-servs seeking nominations; the jury will be Vanessa Kam, John Latour, and a third has yet to confirm.

   He will be attending ARLIS MOQ Chapter meeting in the next few weeks remotely.

   Laurel contacted chapter leaders regarding their usual donations to conference welcome party, and she has already heard from several chapters who have pledged funds and will be sending their checks to Chris.

   She asked that all Executive Board (EB) members who have attended chapter meetings (other than their usual ones), to leave feedback with her on how it went. Action Item
#2. Sarah did this, and Laurel found it very helpful. She attended the ARLIS/NC meeting in San Francisco.

Sandy reported that a subgroup met via conference call to talk about possible forms of electronic advertising beginning with the ARLIS/NA Web Site (AWS). They discussed advertising methods that would reduce clutter and the committees who would be involved in getting the advertising. Sandy and Nedda will write up a proposal to the EB outlining a soft launch of something that the American Association of Museums does, which is a web site marketplace (or directory), a separate place on their web site that highlights sponsors and exhibitors. **Action Item #3.** Nedda suggested that as we get sponsors and exhibitors for the Toronto conference, that she will include them on a conference web site marketplace page. After the conference, these sponsors will be asked if they would like to be added to the yearly directory, and if so, they would make an additional contribution.

Sandy attended ARLIS/NY and Western NY on Skype, and will attend Delaware Valley Chapter tomorrow.

Jon thanked Sandy for her work with the Communications and Publications Committee (CPC) regarding advertising.

Rina indicated that the Toronto Conference Sponsorship Opportunities Prospectus had gone out; some commitments to the awards had already come in. Jon noted that the Awards Chair was concerned about the timeline of when the Development Committee (DC) contacted long-standing awards sponsors. He advised that the DC not to wait until the prospectus was out to contact them, but rather to do so by September or early October. By waiting, the Award Chair had a shorter time to solicit potential recipients. **Action Item #4.**

She communicated with both the Development (DC) and Membership (MC) Committees about the EB’s decision to include membership benefits with sponsorship opportunities. There were no objections.

She had a conference call with the MC on 11/10/2011. Jamie Lausch made assignments to the committee to reach out to lapsed members and the members who have tried to do the webinars but were bounced because they hadn’t renewed. They also discussed the best ways to package membership and to market it, highlighting the webinars and the mentoring programs.
Rina asked for the MC if there could be some certificate of completion for webinar attendance? Sarah will pass this idea on to Heather Koopmans and Stacy Brinkman. **Action Item #5.** The MC will also make a proposal about alternative ways of getting their committee’s news out; Ian McDermott of the MC would also like to get in touch with Sarah about the Facebook page.

Sarah noted that the Professional Development Committee Education Sub-Committee (PDC-E) was moving ahead with Webinar content. They provided one last week. They are finalizing a lightning chat on technology for December.

The Professional Development Committee Mentoring Sub-Committee (PDC-M) was working with Chris about getting the Vimeo videos posted and the member log-in information available. PDC-M has continued to develop regional mentoring programs, about three or four. PDC-M will not use the special funding request that was awarded to them this year.

Sarah also reported that she attended two ARLIS chapter meetings, those of ARLIS/SE in Raleigh, NC, and ARLIS/OV in Columbus, OH.

4. **Financial report** (Tom)
   Tom was waiting for the October 2011 financials to come in from TEI. The ARLIS/NA Vanguard CD matured on 11/23/2011; he has been looking into reinvesting the $100,000 in a CD yielding 1.55% for 3 years. **Action Item #6.**

   Tom attended the ARLIS/MW Chapter virtual meeting, trying encourage someone to chair.

5. **General Liability Insurance for ARLIS/NA Follow up and Potential Approval** (Chris)
   Chris received more information from AON about their insurance proposal discussed at the Mid-Year EB Meeting. The question was about the policy’s $10,000 medical liability coverage. This medical liability coverage is considered “courtesy coverage,” that is, no fault by any ARLIS/NA member needs to be proven to pay the award. If the claim exceeded $10,000 it would have to be proven that it was ARLIS/NA’s fault. This claim would be paid under ARLIS/NA’s general liability coverage that pays up to the $1-2 million range.
Chris recommended choosing the plan without cyber coverage, because TEI’s equipment has its own liability coverage. He also advocated increasing the general liability limit to $2 and $4 million for the extra $4 per year.

The rates were very low because ARLIS/NA has not had a claim in its history.

Tom made the motion to proceed with purchasing the AON general liability insurance policy on behalf of ARLIS/NA. Alan seconded. The motion passed, 9-0 Motion #1. Jon needs to sign policy and return it to Chris. Action Item #6.

6. Proposed Financial Model for the Next Joint Conference (Tom)
   Tom submitted a four-point financial model to consider for the next joint ARLIS/NA-VRA conference. He received small changes from past Treasurers Ted Goodman and Trudy Jacoby. Trudy underscored that ARLIS/NA should base its expectations on net revenue not total revenue figures. Net revenue will not include expenses, but will include discounts on registrations or any kinds of refunds. We need to be clear with VRA about this.

   Tom is recommending that we see what each organization brings to the conference in terms of revenue averaged over a multi-year span, then break it down to a percentage to see how profits will be split. A major difference between the proposal for Minneapolis and future joint conferences would be Point #4, including the cost of TEI to provide conference services. ARLIS/NA needs to be firm on this point.

   Rina asked if the numbers for each organization be done before meeting, or will each party have access to the other’s five-year financial documents? Jon was under the impression that we would consider both group’s relative profitability not net revenue.

   Mari noted that VRA will figure into its management costs the time of its board. Tom noted that their board is not paid. Jon added that VRA’s outside conference management costs (Brian, for example, for several thousand dollars), should be figured into the calculation under Point #4.

   Jon was in favor of adding a 5th point, “All other costs for any outside entity will be shared equally.” Costs and benefits will be shared by a percentage. The percentage will be open to negotiation.

7. SEI 2012 Budget and Tuition Increase Recommendation (Sarah)
Sarah sent out two documents (a cover letter and detailed budget) from Elizabeth Schaub and Betha Whitlow, regarding an increase in SEI costs for 2012. They proposed for the cost of registration fees to increase 20% to $595 for ARLIS/NA and VRA members and $675 for non-members.

They indicated that costs of accommodations, food and facility rental costs are 20% higher in Ann Arbor, MI than Albuquerque, NM and that there needs to be an ADA budget. They have budgeted a contingency fund of $2,000.

Tom wondered if the higher price will affect enrollment? Sarah had not asked them about this. Sandy noted that Rare Books School had a price that was comparable.

Sarah noted that accorded to Line #9 of the SEI proposed budget, Elizabeth and Betha have been aggressive in obtaining outside donations, more than usual. Jon asked about the rise in total net income, Line #81. Can this be justified? Rina asked if tuition increases in the SEI budget had occurred recently? Sarah will ask Elizabeth and Betha.

Sarah asks that the ARLIS/NA EB accept the 2012 SEI budget. Mari seconded. The motion passed 9-0. Motion #2. Sarah will report back to Elizabeth and Betha and ask if SEI has had recent tuition increases. Action Item #7.

8. **Advocacy Policy Proposal** (James)
   James sent out the most recent Advocacy Proposal from the Public Policy Committee (PPC). He made a motion asking that the EB accept the draft as official ARLIS/NA policy. Alan seconded. The Cataloging Advisory Committee (CAC) would handle policy questions dealing with cataloging issues, while the PPC would forward all other policy proposals to the EB. The motion passed 9-0. Motion #3

9. **Virtual Conference Advisory Committee Proposal** (Jon)
   Jon has communicated with Sarah Falls over a period of months about a proposal to draft an advisory committee to review its virtual conferencing activities. Jon felt that creating this Advisory Committee was important for ARLIS/NA’s recruitment and professional development efforts.

   Sarah Falls hopes that this advisory committee would outline broader issues in presenting content not what the content was. She sees that a follow-up group would be implementing the previous advisory committee’s findings and to consider issues of
programming content. Sarah also noted that the committee should examine the technical limitations that individuals at institutions without high bandwidth might have.

Laurel and Jon asked that Chris and TEI be consulted in an early phase of the advisory committee’s work.

Mari was concerned that the membership had not been surveyed about this issue. Jon was fine with a survey if that is what the EB wanted. Sarah Carter and Jon also thought adding 2 additional members to the committee might be helpful. Rina thought that someone from the MC could be added to relay members’ concerns about delivery systems.

Jon will ask Sarah Falls to revise the document and bring it back to the EB. Action Item #8.

10. Strategic Plan Committee Update (Jon)
Jon reported that the Strategic Plan Committee (SPC) has had conference calls every 2 weeks; they consulted with Ann Whiteside, a Past President and an experienced ARLIS member. She praised their current work and suggested that a long-term committee be created to oversee action items. This would insure continuity of purpose from President to President, EB to EB.

The SPC will have a draft action items to share with some society leaders by mid-late January 2012. They then will do another round of feedback thru Go-to- Chats or other means.

The full plan with actionable items will be ready to present to the full membership by early March, several weeks before the conference, and launch it at the conference at Leadership Breakfast and possibly some other venues.

11. TEI Update and Priority List (Chris)
Chris worked with Rina and the MC to remove the language on the old membership types on AWS.

The University of Chicago Press (UCP) has sent out Art Documentation renewal letters, and renewals are going well.

The UCP made a request to Chris for table at the conference and a program ad at a discount. The UCP noted that all profits from AD were shared as were marketing costs.
Discussion followed on the benefits and problems with giving UCP a discounted table. Chris could see both sides of the issue. Tom thought that UCP was looking for a long-term agreement and wondered about this precedent. He felt that this might not be fair to Scarecrow Press.

Sarah suggested that the UCP get a 50% break on one table and pay full price for another. Jon was hesitant about undercutting the Toronto CPAC price agreed upon previously.

Chris indicated that he would ask Kari at UCP about what they wanted specifically regarding tables and an ad. Action Item #9.

Chris gave MC Chair Jamie Lausch the names of lapsed members denied access to the last three webinars. MC will actively try to connect with them.

He worked with PDC-E to put two webinars on the AWS Members Only Page. Turnaround is very quick.

Both Chapter list-servs are done. TEI is working on getting the ARLISnap Web Site converted to TEI.

Chris has received a couple of bids for 2014 conference hotels.

He has also been involved in discussions of the new CMS and online advertising.

Jon adjourned the meeting at 3:30.