ARLIS/NA Executive Board Meeting Agenda
Conference Call using GoToMeeting™
August 2, 2012  3:00-4:30 p.m. EDT

1. Call to Order and Roll Call (Debbie K.)

Present: Laurel, Melanie, Rina, Sarah, Gregg, Daniel, Jon, Debbie B.S., Debbie K.,

Absent: None

Debbie K. called the meeting to order at 3:02 EDT.

2. President’s Announcements (Debbie K.)

Debbie K. reported that she received a personal note from Beverly Karno following the death of her husband, Howard, thanking her for her kind remembrances on behalf of ARLIS/NA. She asked Beverly if there was anything that ARLIS/NA could send or do in Howard’s memory, and she indicated that if anything were done, it should be related to ARLIS/NA. Debbie K. asked the Executive Board (EB) for their ideas about fitting memorial ideas. Howard will be included in the “In Memoriam” section of the Annual Membership Meeting in Pasadena, CA.

She contacted Maureen Burns of the Visual Resources Association (VRA), who had been working on updating the PBWorks site that is used by EB members of ARLIS/NA and VRA in discussions about the next joint conference. They wanted to continue negotiations and want to finalize a financial agreement. Debbie K. had some final points to make on the financial issues and will make them on the PBWorks site.

Action Item #1

Maureen had questions for Jon about the form a task force might take focusing on joint conferences. Jon noted that he and Allan Cole had some work to do on that front. Jon will contact Allan about the parameters of the task force’s charge. Action Item #2

VRA was interested in selecting Seattle as the next joint conference site, but it is not the only possibility. VRA will meet in Milwaukee in 2014.

Debbie K. reported talking with the Washington, DC, Conference Planning Committee (CPAC). Guadalupe has been working on contracts for the Washington, DC; there was no hotel contract as yet. Debbie and Lupe were working with the DC CPAC on scheduling of the conference for May 1-5, 2014. They were going to use Survey Monkey to poll members about their preferences for scheduling events, Thursday-Saturday or Friday-Sunday for main programming. Also, the survey would ask about the
preferred length of the conference. The Washington, DC, CPAC recommended the Grand Hyatt as the site.

3. **Approval of Minutes (Alan)**

   Gregg moved that the EB approve the Meeting Minutes of May 3, 2012, and May 15, 2012, as recorded. Jon seconded the motion. Motion passed 9-0-0. **Motion #1**

4. **Report on CPAC (Debbie K, Gregg, Jon, Debbie S., Laurel)**

   Debbie K. reported on the Pasadena Preconference CPAC Meeting. She reported that it was a charming historic venue and that a great planning team was in place. The Program Co-chairs have done everything that they could to learn from prior conference committees, and put on a fine presentation. The committee used PBWorks to brainstorm on sessions, and progress was made on content. The Pasadena CPAC will follow last year’s flexible programming model; they intend to introduce new formats and pick up more current topics.

   There are a variety of venue options. The Norton Simon Museum and the Huntington Library were not available for large special events, but those venues will be on tours. An historic auditorium next to the convention site is a possible convocation site. Smaller art museums and the Art Center School of Design have offered facilities for events. The convocation (awards ceremony) will be on Sunday, welcome party on Friday, exhibits/silent auction on Saturday. Possible plenary speakers were discussed including Tim Burton, Ed Ruscha, John Baldessari and Katherine Opie.

   Debbie K. et al., want a speaker at the membership meeting, and are considering charging for lunch. ARLIS/NA would subsidize the lunch which might be priced at $25 but would actually cost $50. Debbie B.S. and Debbie K. indicated that ARLIS/NA will either have to raise registration fees or charge for lunch, probably both, to make ends meet. Three parties would not include a fee, however. Debbie B.S. also mentioned the possibility of having guest passes for spouses to attend the parties.

   Jon noted that there was a tier system in place for sponsors. Debbie K., Gregg, Debbie B.S., Jon and the Development Committee (DC) will review the amounts appropriate for each sponsorship tier. Planning will be discussed in detail at the Mid-year Executive Board Meeting in New York, September 13-14, 2012. A “Platinum Tier” was added subsequently.

   On August 2, 2012, Debbie Kempe sent to the EB an email from Darin Murphy, Chair of the Development Committee recapping a development meeting between Debbie K., Gregg and Darin on July 31, 2012; the text was as follows:

   “Dear Debbie and Greg,

   Thank you for taking the time to meet today. The following is an abbreviated recap of the issues and actions we discussed this afternoon, July 31, 2012.”
Action items:

- The Development pages on the ARLIS/NA website need to be brought up to date to accurately list the Development Committee members and the Task Forces.

- A Donor Button on the home page which includes easy access to information about the donor tiers needs to be made top priority. Ideally, this should be completed by the end of August, 2012.

- Easy, reliable, and secure document access needs to be discussed with Rina. Investigate authorization levels in Wiggio and Blackbaud and find out what TEI may have to offer.

- A meeting will be scheduled for early September to go over the Prospect List and the Local Prospect List. Included in the meeting will be Debbie, Greg, Jon, Rina, Ann Roll, Jennifer, and Darin.

General fundraising issues:

- Emphasis in coming months will be on conference support. Darin and Ann will need to coordinate all fundraising effort together.

- Ideas in the investigation stage include:

- International Travel Award fundraising for multiple participants to attend the Pasadena Conference, Sally McKay is investigating the Getty’s interest in participating in this

- The Getty might also sponsor buses to get to their facilities for an event.

- Convocation may run $20,000 or more. Debbie will share relevant notes from CPAC when the recorders have submitted their reports.

- We need to remain cognizant of the line between sponsorship and marketing. ARTStor, Worldwide, and Oxford were all in the gray territory on this issue in Toronto. We seek a win-win scenario for ARLIS and our sponsors and we need to remain consistent across the board with what we offer to, and allow, our sponsors to do. We need to investigate how comparable professional organizations to ARLIS differentiate between sponsorship and marketing.

- We need to find a major sponsor, capable of donated $100,000 or more, for an endowed fund to support the Mid-Career Leadership Training Fellowship. The same goes for the Alternative Speakers Fund. We will need to approach larger companies such as ProQuest, Google, Apple, and major presses. Darin, as I understand it, $100,000 would be the minimum funding needed to establish an endowed fund, but it wouldn’t necessarily have to come from only one donor. Gregg??
• CPAC is using a CafePress account to good effect. Consider opportunities to join forces. move this down, because it pertains to merchandise? [However—and this is an afterthought-- we could set up an ongoing “shopping” place in AWS to sell branded merchandise year-round—we should find out if we can do that through a link to CaféPress or if we would have to administer a shop on AWS]

**Society Circle issues:**

• Donor Button for online giving is top priority.

• Revamp the Development page on the ARLIS/NA website. Make corrections to SC page.

• Coordinate with Guadalupe for monthly donation reports to be generated at TEI to ensure we do not miss anyone. An automatic acknowledgement should be sent out in addition to thank you letters from the President and Development Committee Chair. Clarify within the acknowledgements what events that donation level may be invited to.

• Emphasis needs to be placed in the wording on the website that Society Circle is an annual donation.

• The Pasadena Society Circle event, if held at a collector's house, will be for the Patron Level donors and up. [I thought in the end we decided to open it to all members, and if we are lucky enough to exceed limits, will give priority to higher levels] We need to investigate what other opportunities may be made available for general Circle members. DevCom is tasked to work with Gregg to enhance membership levels, including lunch with member(s) of EB at conference for President and Founders levels.

• Linda Bunting has great ideas and contacts for Society Circle. Gregg will be in touch to narrow down venues, in coordination with Darin and Ann.

• The 10th Anniversary needs to be prominently featured to increase Society Circle membership.

• Jewelry, pins, or the like need to be considered for Society Circle members. A special pin needs to given to S.C. members who have been members all ten years.

• Sally McKay's husband may be able to help us develop a brand.

Did I miss anything?

Best,
Darin”

5. **EB Board Meeting Schedule in Pasadena (Debbie K.)**
In Toronto, the EB met for its Pre-conference Meeting on Friday and had the Post-conference Meeting on Monday. Debbie K. asked the EB for any preferences it had. Alan preferred Friday, so that tours would be available. Jon indicated that the CPAC was looking to spread out content a bit more, and, therefore, would schedule some sessions and workshops on Friday. Jon preferred attending the EB meeting on Thursday so that he could participate in meetings and sessions on Friday.

6. **Mid-year Meeting in New York (Debbie K.)**

Debbie K. did not yet have an agenda. She wondered if people had places to stay. Guadalupe called about room rates, the best being at the Jolly Hotel at $279 per night; prices have been inflated by the coincidence of Fashion Week in NY.

Daniel cannot come to NY, as he teaches a class. Sarah, Jon, Gregg and Alan did not yet have rooms.

7. **Liaison Reports (Jon, Melanie, Daniel, Debbie K.)**

Some liaison reports were posted previously to the list-serv.

Jon noted that Sarah Carter attended meeting of the Virtual Conference Advisory Committee (VCAC).

Debbie K. asked Melanie about the potential role of a Publications Manager, who could handle media relations for ARLIS/NA. Jon wondered if this “media wrangler” role could be morphed into the News/Features Editor’s role. Debbie K. wanted to transmit ARLIS/NA decisions beyond our own membership, to reach out to the press to broaden our profile. She thought that this position could publicize to non-members the benefits of joining the society. Melanie will consult Carol Graney about publicizing this. **Action Item #3** Jon envisioned that the media wrangler might take an active role within ARLIS/NA to search for and possibly create news. This new role would probably merit a stipend. Melanie asked if the Communications and Publications Committee (CPC) should be brought in to discuss this issue? Debbie K. said yes. Melanie will contact Amy Lucker, Chair of the CPC, about the “media wrangler” position. **Action Item #4**

Sarah and Melanie will discuss the possibility of adding a Twitter account for the potential media wrangler. **Action Item #5**

Daniel asked if the Public Policy Committee (PPC) be brought in to form a policy statement regarding official use of social media sites. Daniel requested that the PPC be included in discussions about the media wrangler.

Daniel noted that the International Relations Committee (IRC) will be headed to Scandinavia.

He mentioned that the PPC had a meeting July 17, 2012, discussing new directions and reviewing 2 policy documents that the EB already approved. The first was the ARLIS/NA Policy Manual N-7 Document approved in December 2011, encouraging the PPC to take a stronger advocacy role. As a result, the PPC is considering changing its name to reflect this new role. The second was the Florence
Declaration, which is still in discussion. Finally, the membership to the Center for Intellectual Property has been finalized.

Daniel discussed the Copyright Modernization Act in Canada, and how it will expand fair dealing use of videos in the classroom and protection for using images owned by other web sites.

Daniel sent an email to the PPC outlining his concerns about the cuts in arts funding in Canada. He also included a report about arts funding cuts to be read at the June 4, 2012, ARLIS/Montreal-Ottawa-Quebec (MOQ) meeting. He asked MOQ members to consider him as a conduit about arts funding in Canada.

Debbie K. reported that she attended the last Strategic Planning Committee (SPC) meeting in late June 2012. They added Lily Pregill as an additional member. They have discussed the Strategic Plan with committee chairs, and will then interact with chapters, sections, divisions and SIGs. Chair Hannah Bennett has sent out email to all of them, asking them to build in an update section in their annual reports, discussing their efforts at implementing the plan. Hannah Bennett has been invited to speak at the Mid-year Board Meeting.

8. Treasurer’s Report (Debbie B.S.)

Debbie B.S. has calculated a total Toronto conference profit of $30,277. She still needs to clarify revenues from conference sponsorships, and where this money should be listed in the financial report.

The projected annual budget looks to be in the red, but deferred dues of about $6,000 were not added, so the total is better.

ARLIS/NA’s investment funds performed better in June than previously.

The Pasadena preliminary budget is very fluid. Debbie K. reminded the EB that ARLIS/NA relies on conference revenue to pay for programming and management company costs. The Toronto CPAC and the Development Committee (DC) raised $50,000, a fine performance, and ARLIS/NA also received a rebate of $18,000 for meeting its room quota from the conference hotel. If ARLIS/NA meets its room quota in Pasadena, the society will be paid $10 per room.

Debbie K., Gregg and Darin Murphy, Chair of the DC, discussed fund-raising goals for the Pasadena conference, given that the Los Angeles area economy is not very good. Debbie K. also assured Darin of the EB’s willingness to assist in fund raising.

9. ARLIS Web Site (AWS) Redesign (Melanie)

Melanie reported that she, Nedda, Debbie K., Amy Lucker, Laurel, Casey, Roy and Scott of TEI had a conference call to discuss the Joomla implementation timeline. Implementation will occur next year, as Nedda cannot work on this during the school year. They have contacted Hue Limited, the design firm that did the last AWS redesign, who quoted a price of $10,000 for the design work and $5,000 for the delivery of Joomla templates. They will follow up with Hue questioning the price and look into other
options with other firms. They will also contact Casey at TEI about them doing design work. Design work needs to be done by March 2013 before the content is moved. TEI will then move content in April-May 2013, then Nedda can do her work over next summer. The new design and Joomla transition should be done and ready for EB approval by the end of summer. Debbie K. noted that contract language stipulating that TEI finish migration of the AWS by the end of 2012 will have to be amended. She wants TEI’s shift to be complete before the contract’s expiration in May 2013. To meet this schedule, the Joomla Implementation Group (Melanie, EB Liaison) will need to form a budget for the EB to vote on at the Mid-year Meeting. Action Item #6

10. **SEI Curriculum Specialist Appointment – Ian McDermott (Sarah)**

Elizabeth Schaub and Amy Trendler forwarded their recommendation of Ian McDermott for the Curriculum Specialist appointment. They received 2 applicants. Sarah moved that the EB approve the appointment of Ian McDermott as SEI Curriculum Specialist. Gregg seconded. 9-0-0 passed Motion #2

Sarah indicated that events went very well at the Ann Arbor SEI. Elizabeth is putting together a Final Report and will provide a profit number to Debbie B.S. Debbie K. and Guadalupe sent out 40 thank you notes to SEI planners. Once the report is in hand, the EB will want to recognize Elizabeth with a thank you motion next month.

11. **Project Management Software Options (Sarah, see email attachment)**

Sarah sent out a summary of the Google survey (20 respondents total from various ARLIS/NA leadership positions) that she had done earlier this summer. Eight use project management software currently; twelve do not. Of the eight, a majority noted a satisfaction level of 3-4 (out of 5). The twelve non-users did indicate that, of the long list of features forwarded by Sarah, all indicated that some would be “really nice to have” or essential. So there is interest in using project management software. The most interesting features were document management, database capability, and additional privacy options. Many respondents mentioned using or hearing positive remarks about Basecamp. Sarah Falls commented that the versioning feature was the weakest. It is not a wiki; one has to download a file, edit, and upload it.

Sarah would like to talk to a few key people who did not fill out the survey, such as members of the DC. She felt that Basecamp, PBwiki, and Wiggio are the strongest options; Debbie K. felt that if we want one of those, an allocation for it should go in the annual budget. For the EB, Debbie K. would like to stay with Wiggio for now. Sarah needs to figure out what the price would be for an adequately sized software package. She will continue talking with the various committees and will put a proposal for Mid-year Board Meeting. Action Item #7

12. **Advertising CAA News Offer (see email), AWS ideas** I sent examples of the ALA e-product news; previous discussion of a marketplace page on AWS; this relates to Action Item #74 for 2012-2013) [http://americanlibrariesbuyersguide.com/mediakit/index.html](http://americanlibrariesbuyersguide.com/mediakit/index.html) (Debbie K.)
Debbie K. was approached by the Sales Manager at the College Art Association (CAA), for ARLIS/NA to be part of their “showcase.” ARLIS/NA’s space would be formatted to look like a news article and would appear in the news spotlight of the weekly CAA News. For a minimum of 3 months, the rate for an ad of 25-30 words (for 13 issues) would be $1700. This would include design services and tracking. Jon asked what kind of content we would want to broadcast to the CAA. Would it consist of conference content information, membership information, perhaps advertising for the ARLIS Reviews? The CAA said that it could be any kind of messaging, membership recruitment, annual conference info, fellowships or internships available, upcoming publications, important society news. We do already work with Tony White for promoting ARLIS/NA business in another CAA periodical. We could potentially trade advertising between Art Bulletin and Art Documentation. The EB did not think that this would be a prudent idea. Debbie K. will reply to the CAA representative and decline the offer. **Action Item #8**

Debbie K. asked the EB about places on the AWS to generate revenue. She mentioned that last year the EB had discussed creating a “corralled place” within the AWS for generating ad revenue, an “AWS Marketplace” page. The American Library Association web site has this. This will be discussed at the Mid-year Board Meeting.

Guadalupe noted that TEI does this for other organizations. She said that she does get a lot of requests for job postings and mailing lists. She also thinks that a “make a donation” feature would be great to have on the AWS. She will check for which other organizations TEI does this, what the price would be for ARLIS/NA, and what kinds of return to these TEI clients get. **Action Item #9**

13. **Movers and Shakers Feedback** (Debbie K.)

14. **Review Action Item List** (Alan)

15. **Adjournment** (Debbie K.)

   Debbie K. adjourned the meeting at 4:33 EDT.