**ARLIS/NA Executive Board Mid-Year Meeting Minutes**  
**Walnut Room of the Frick Collection**  
**New York, NY**  
**September 13 & 14, 2012**

**Thursday, September 13**th (9:00 a.m.-5:00 p.m. EDT)

**Present:** Debbie Kempe, Gregg Most, Jon Evans, Debbie Barlow-Smedstad, Rina Vecchiola, Laurel Bliss, Sarah Carter, Melanie Emerson, Alan Michelson and Guadalupe Rodriguez; Daniel Payne was present for part of the meeting.

**President’s Welcome, Announcements, and Roll Call (Debbie)**

Debbie Kempe (DK) called the meeting to order at 9:03 EDT. She welcomed Guadalupe Rodriguez to the Mid-Year Executive Board (EB) meeting, her first in-person meeting with it.

**Approval of Minutes & Review of Motions & Open Action Items (Alan)**

Gregg moved for the approval of EB meeting minutes for June 7, 2012, with the proviso that they include Rina Vecchiola’s report that had been left out. (This was added.) Debbie Barlow-Smedstad (DBS) seconded the motion. The motion passed 8-0-0. **Motion #1**

With the June minutes passed, Alan asked for approval of the July 5, 2012 meeting minutes. Jon asked that a clarification in the text of the July meetings be made regarding the tier system of sponsorship; the text did not make it clear that a tier system was already in place. Debbie Barlow-Smedstad (DBS) indicated that a Platinum Tier had been added subsequently. Corrections were made to the July minutes.

Jon moved that we approve the EB meeting minutes for July 5, 2012 so amended. Sarah Carter seconded. The motion passed 8-0-0. **Motion #2**

Alan then mentioned that the August minutes had been added for EB review on Monday, September 10, but not all may have seen them. Rina indicated that she thought that DK’s email of August 2, 2012, summarizing her July 31, 2012 meeting with Gregg, and Darin Murphy, Chair of the Development Committee, should be included in the August 2, 2012 EB Meeting Minutes. This email was included.

As not all EB members had read the August minutes, voting on them would be done during the October 11, 2012, EB Meeting.

Alan indicated that he had not included Laurel’s completed action item list incorporated into the current list. So far for 2012, he had 36 action items completed, 45 still open and one that was modified, (an action item for Heidi Hass and her Documentation Advisory Committee [DAC].)

DK introduced the Frick Museum’s Director Ian Wardropper to the EB.

Alan proceeded to read off open action items for all EB members, hoping to check off all that had been done. He also indicated that the EB had made 11 motions under DK’s presidency so far.
Liaison Reports (Jon, Gregg, Alan, Melanie, Sarah)

DK thanked all liaisons who sent in reports in advance.

Jon sent in his report beforehand:

“Past President’s Liaison Report

I. Diversity Committee
   Taken a summer siesta. Scheduled their next meeting for the week of Sept. 24. Will focus on strategic plan initiatives.

II. Virtual Conference Advisory Committee

A. Virtual Conference and Webinar Survey Results
   Survey opened to membership on June 29, 2012
   There were 85 participants for the virtual conferencing/webinar survey that was presented to ARLIS-NA members. The survey was broken down into 3 parts: Virtual Conferences, Webinars, and General Feedback and Comments. Will just cover the first two here.
   Virtual Conferences
   Of 85 respondents, almost 60% have NOT attended any virtual conference, and that the remaining amount of respondents who DID attend a virtual conference were comfortable with attending, but have not presented.
   Despite the fact that more than half of respondents have not attended any type of virtual conference, an overwhelming amount (84%) would like to see ARLIS-NA offer virtual conference content. Only 15% were ‘Not Sure’ while only 1% responded with ‘No.’ When questioned about registration fees, answers were more scattered across the board, many respondents are unsure about costs but still interested in attending a virtual conference.
   When asked how respondents would like to view virtual conference proceedings, 74% said that they would like to have both recorded and live streamed conference content; however, 21% preferred solely recorded content available to view at any time, while only 1% said they solely would like the content streamed live.
   In regards to conference content, 73% would prefer a mix of duplicate content from the in-person conference with supplemented content that is not available at the physical conference. Duplicate in-person conference content only received 17%, while content only available in a virtual environment received 5%. This response indicates that virtual attendees are seeking in-person conference content (such as recorded sessions) that are supplemented with virtual-only content, thus making the virtual experience unique in some aspect.
   When asked how many ARLIS-NA webinars they would attend annually, 55% reported 1-2 webinars, 30% said 3-4 webinars, 15% said 5+ webinars, and 0% said 0 webinars. This indicates that the majority of respondents would attend between 1-4 webinars per year.

B. Questions concerning CPAC involvement and the potential to form a VCPAC and how this latter group might relate to the former. Jon and Sarah felt that the task of coordinating the recording of conference events should be done by a group separate from the CPAC. DK reported that at the Pasadena CPAC meeting initial steps at recording might be taken, and that Sarah Falls would need to be involved in the discussions. She also indicated that costs of
recording and streaming could be significant, so we needed to be aware of ARLIS/NA’s return on investment.

C. Meeting scheduled w/in the next three weeks to address the survey results, interviews conducted by Mark Pomppelia of past CPAC leaders [on their thoughts regarding virtual broadcast of conference content], other library organizations and their virtual offerings, etc.

D. Sarah Falls concerned about Pasadena’s plans to implement some virtual offerings before their report is finalized in October/November. “DK noted that Guadalupe needed enough lead time to schedule and set-up the webinars and check on the membership status of those who have signed up for them. Guadalupe needs more than one week notice to stage a webinar, as one ARLIS/NA member asked her to do. She asked for 2-3 weeks notice, while DK wanted her to have a month. Sarah asked if Guadalupe needed the same amount of lead time for GotoMeeting events, as well, for chapters and committees. Guadalupe and DK asked for at least 2 weeks notice to set up a GotoMeeting event. DK wondered if GotoMeeting events could be self-scheduling; who could do this? DBS wondered about Special Interest Groups use of the software. Gregg thought that we should start small with Chapter Chairs and Committee Chairs using it.

Gregg will coordinate an announcement to chapter chairs and committee chairs about scheduling meetings using GotoMeeting. DK thought that they should be able to rely on TEI or take the software tutorial to learn it. Rina indicated that the liaisons already had notified their committees of the availability of GotoMeeting software. Gregg will reinforce the message to committees and chapters. Guadalupe would like the chairs to fill out a form, return it to her, and she could look to see if someone has already scheduled a meeting time. Jon asked if there were guidelines on the ARLIS Web Site (AWS) about using GotoMeeting? DK said no, but we could.

Gregg and Guadalupe will coordinate a message to the committee and chapter chairs about a procedure for scheduling GotoMeeting. Action Item #1 Gregg will also communicate with Nedda Ahmed about putting a message about GotoMeeting’s availability on the AWS. Action Item #2 Guadalupe will follow up with ARLIS/NA members regarding a request system for webinars and a one-month lead time for scheduling webinars. Action Item #3 Laurel will update the chapter success Book to include information on GotoMeeting and Webinars. Action Item #4

Gregg posted the following Mid-Year Report from the ARLIS/NA Divisions and Sections:

“Division Reports

Academic Division: Nothing to report, Lareese Hall, Moderator.

Art and Design School Division:
Ongoing:
• We are sending a brief ‘welcome’ message to each new/renewed member that ticks the “ADSL” interest box on the membership form. The message provides links to our division’s info on the AWS and to the ADSL blog.
Project to be completed by end Fall 2012:
- Update theme of the ADSL Blog (http://artdesschlib.wordpress.com/)
The ADSL Blog has had no thematic updates in several years. Division moderators have decided to update the “look” of the blog in order to make the blog more accessible, more user-friendly, and to drive member participation in and awareness of the blog. The new theme will include an easy to find RSS link and a ‘subscribe by email’ option so division members have alternative methods for following blog activity. Once the updates are complete moderators will send out an announcement to ARLIS/NA members so they are aware of the changes.

Projects to be completed by the 2013 ARLIS/NA Annual Conference in Pasadena:
- Create a Blogroll of ADSL member blogs
  The purpose of the blogroll will be to offer an art and design blog repository helping ADSL members easily access blogs of other ADSL members, keeping division members informed of useful blogs and connected to other members. The blogroll will live on the ADSL blog and an announcement will be sent out to the ARLIS/NA listserv regarding the creation of the blogroll while also asking for additional member contributions.

- Share ‘Unique Collections’ survey results
  Develop a tool allowing the ADSL Division to provide access to results from the ‘Unique Collections’ survey, featuring relevant ADSL collections, conducted by former ADSL Division co-moderator Gabrielle Reed (Massachusetts College of Art and Design). Current moderators plan to either work with TEI on ways to make the database freely accessible to society members via the ARLIS/NA website or through an open access tool appearing on the ADSL blog.

- Work with ARTstor on adding craft related images to their collection
  ADSL Division members suggested working with ARTstor to add more craft related images to their collection. The current moderators will contact ARTstor with the division’s suggestion, and if interested, working with ARTstor on which images related to craft would be of most relevance to art and design library patrons. Deborah Evans-Cantrell and Heather Koopmans, Moderators.

Museum Division: Nothing to report, Doug Litts, Moderator.

Visual Resources Division: VRD is working on updating VR sections for the Strategic Plan and is contemplating a survey of both ARLIS/NA & VRA members that would explore the commonalities and differences of both organizations that would be issued following the Pasadena conference. VRD is looking for a special speaker who would address the division members during their meeting at the annual conference on a focused topic. The VRD is always looking for ways to collaborate with the Visual Resources Association. Greta Bahnemann, Moderator.

Section Reports

Art Library Students and New ARLIS Professionals Section: We’ve assigned liaison duties to several members of the group, including a chapter and student liaison and a member-at-large, who will be very helpful in recruiting new students and getting the word out about the upcoming conference. We made sure to make a visible push for ArLiSNAP members to submit conference
and poster proposals, so here's hoping we'll see even more fresh faces on the panels. As more information on travel awards and the New Voices sessions come out, we'll continue to encourage our members-- and try to entice new!-- to participate. Stephanie Grimm and Suzanne Walsh, Co-Moderators.

Architecture Section: Nothing to report. Amy Trendler, Moderator.

Cataloging Section: Nothing to report. Bronwen Bitetti, Moderator.

Reference and Information Services Section: The reference section said it had in May submitted an Art Resource Guide Directory an Electronic Resource Perspective to the Communications and Publications Committee (CPC). Gregg indicated that he also reached out to the Special Interest Groups about their accomplishments, but they did not need to submit anything to him. Emilee Mathews and Amy Ballmer, Co-Moderators.

Special Interest Group Reports

Archaeology & Classics SIG: As a new SIG, Archaeology & Classics does not have much to report. We submitted a conference session proposal, which I believe has been approved, so we're looking forward to that. Amy Ciccone, Moderator.

Book Arts SIG: I don't have anything significant to report other than I am in contact with the Pasadena planning committee about the Book Arts SIG format for the upcoming meeting and have expressed interest in book art related tours in the area. The Book Arts SIG has a pretty low traffic blog in case you are interested: http://arlisnabookartsig.blogspot.com/ Teresa Burk, Moderator.

Fashion, Textiles and Costume SIG: FTC SIG Blog: http://arlisftc.wordpress.com/ The FTC blog was launched on February 24, 2011 and is the main forum for communication among our subscribers. By the end of 2011, the blog had approximately 90 followers. As of September 2012, the blog has 122 followers. After a slow first year, 2012 has seen far more activity in terms of posting from among the members. In particular, we're seeing more call-outs for professional assistance, announcements of members’ publishing, notices for free online FTC-related resources and FTC-related exhibitions world-wide.

Online Fashion Librarians’ Resource Guide: http://libguides.pima.edu/fashionlibrarians In early 2011, an online Fashion Librarians’ Resource Guide was created with the input of our SIG members. It provides colleagues with a permanent and continually evolving list of recommendations for essential reference resources, key publishers and vendors, information on trend forecasting services and the fashion design information competencies, important free websites, and more. The online guide generated approximately 2,100 hits in 2011, and has generated a hearty 22,182 so far in 2012. It continues to be updated frequently.

FTC SIG Meeting: At the 2012 conference, the FTC SIG had its second meeting since it was founded. 12 members were in attendance. Discussions covered issues such as developing membership, selecting and assigning areas in which to expand the Fashion Librarians’ Resource
Guide, and promoting blog interaction. A longer discussion ensued about the cost of subscribing to e-trend forecasting services with tips on negotiating with vendors. A reminder about the upcoming FTC-related conference tours was met with much positive approval. Suggestions were taken regarding desired tours for the 2013 Pasadena conference. Sandra Ley pursued these leads with the LA venues, determining interest, and then passed information on to the 2013 tour organizers. After encouraging interest in submitting 2013 conference proposals, Lindsay King of Yale agreed to submit a proposal regarding costume design for film, theater, and TV. Sandra Ley, Moderator

Materials SIG:
- Toronto attendance was far less than Minneapolis
- I've tried to add authors to the blog, but to no avail
- I'm planning to host MATSIG at Art Center in Pasadena, where they have a high-profile materials library, CMTEL: The Color Materials Trends Exploration Laboratory, but nothing firm as of this writing (transportation could be a challenge, but I've been in touch with the Pasadena local arrangements planners about this, and they've also been in touch with Art Center). Mark Pompeia, Moderator.

Urban & Regional Planning Issues SIG: After 4 years as coordinator of this SIG, it's time to pass the baton. I'm pleased to announce that Marsha Taichman will be taking on the role of coordinator of the group. Marsha is the Visual Resources Librarian for the College of Architecture, Art, and Planning at Cornell University. Rebecca Price, Coordinator.”

Gregg noted that the EB has received a request from John Taormina to form a new ARLIS/NA Special Interest Group: the Digital Humanities SIG. Gregg made a motion to accept the proposal John Taormina to form a Digital Humanities SIG as an official ARLIS/NA group. John seconded. Motion passed 8-0-0.

**Motion #3**

Gregg indicated that he would contact all SIG Moderators to make sure that their groups were still active. **Action Item #5** Gregg felt that a few SIGs seemed moribund, and he wanted to make sure that they had life. He felt that the abolition of conference preferences for talks sponsored by Divisions, Sections and SIGs may have depressed interest in them; he felt that future conferences might restore some preference for session topics forwarded by these groups.

**Professional Development and Education Commitees** (Sarah)

Sarah noted that Summer Educational Institute (SEI) forwarded three action items for the EB. The SEI Committee asked that the EBs of ARLIS/NA and VRA encourage the creation of chapter-funded travel awards to attend the yearly SEI. Darin Murphy of the DC suggested that some SEI alums be recruited to bring this idea forward to their chapters. Laurel and Sarah will follow up on this. **Action Item #6**

Sarah reported that SEI would like the EB to clearly define how SEI activities fit into the broader development strategies of both organizations. Sarah will talk with Betha Whitlow about coordinating chapter development goals with VRA, as well. **Action Item #7** Within the DC, they have appointed Sonja Staum and Fran Scott as a Special Funds Task Force; they will work with the SEI’s Development lead as well as any other groups that require extra funding.
Betha indicated that SEI has two positions to fill: webmaster and the development lead. They may turn to alums to fill the latter role. If the EB has any suggestions about a development lead, they were asked to forward the names to Sarah who would send to Betha.

Sarah wanted to clarify what the EB thought were the profit goals for SEI to meet. DK indicated that she did not feel that SEI should make direct fund-raising requests to the chapters. DK thought that a reasonable profit goal for both groups would be to make $5,000 each.

Gregg emphasized that SEI’s costs went up in the last year, particularly to pay its faculty. DK thought it reasonable to increase registration fees to account for higher faculty costs. She wondered what reasonable costs were for the membership. Jon noted that other costs to cover ADA requirements had crept in, too, and that he thought that SEI was doing a good job holding costs down and making a profit. He commended SEI for approaching the EB about new development ideas. He was also concerned that SEI build in content that could bring back alums to retake courses.

DK thought that perhaps a target figure of $10,000 profit be met by SEI, and if the organizers saw that this would not be achieved that they would contact both boards. The executive boards might want SEI to restructure that year’s budget. DK wondered what percentage $10,000 would be of the total cost of the 2012 SEI. Sarah will gather data on recent costs of SEI events, to enable the EB to figure out a reasonable percentage of profit. Action Item #8

Sarah indicated that the Visual Resource Association Foundation (VRAF) was not clear how people were appointed within the SEI Committee. VRAF was not clear how SEI operated and what its different roles were. SEI prepared a document that it would like the EB to approve, which mentions adding another member, a publicity specialist, to its committee; she felt that the document was appropriate for the SEI Committee, but was not appropriate for general inclusion in the ARLIS/NA Policy Manual. Sarah will get feedback from Betha on this SEI operations document; DK and JE were reluctant to have the EB approve any new members of the SEI Committee. (In the past, the ARLIS/NA EB has approved only the Chair and the Curriculum Specialist positions, the latter because s/he receives a stipend.) Action Item #9 Adding a publicity person to SEI will raise the total number of committee members from 8 to 9. This change will need to be made in the Policy Manual.

Sarah reported that the SEI for 2013 will be June 18-23 in Ann Arbor, MI. The University of Michigan’s School of Information (SI) will be a sponsor. SI will provide $2000 for breaks and receptions. A sponsoring contract will need to be signed by DK. There will be a change in housing, that will require transportation but they think that they can work it into the budget; the SEI budget should be similar to 1% of last year. SEI has a RFP out for 2014 venues.

Sarah indicated that the Professional Development Committee (PDC) was working with Pasadena CPAC to have an emergent technologies forum. The Education Subcommittee has a full slate of webinars planned. The Mentoring Subcommittee is working on data management of all the information that it has been collecting over the last 6 or 7 years. They want to improve how they archive information for future reference. Creating mentoring pairs is very challenging as are certain aspects of the virtual mentoring process.
**Jon** suggested that sections and divisions bring up the possibility of mentioning mentoring at their meetings. **Sarah** will discuss with the Mentoring Subcommittee. **Action Item #10**

**Sarah** moved that the EB thank Elizabeth Schaub, Past Co-Chair of the SEI, for her leadership of the Implementation Team, and her professional dedication to the institute for the past three years. **Jon** seconded. The motion passed 8-0-0. **Motion #4**

**Sarah** also made a motion commending the entire SEI Implementation Team for their hard work and successfully running the Ann Arbor 2012 program. **Laurel** seconded. The motion passed 8-0-0. **Motion #5**

**Cataloging** (Alan)

Alan mentioned the Cataloging Advisory Committee (CAC) Chair Maria Oldal’s email of August 23, 2012, which solicited feedback from the ARLIS/NA membership regarding a revision to the new Resource Description and Access standards. CAC also will be sponsoring a session, “RDA for Public Service Professionals,” and a workshop at the upcoming Pasadena conference.

**Morning Break**

**Communications and Publications** (Melanie)

Melanie noted that Kari Roane of the University of Chicago Press (UCP) provided the EB with a partial report. Kari indicated that she needed a month’s lead-time to produce a full report. If the EB had specific questions they can let Melanie know and she will contact Kari. The report indicated that subscriptions to *Art Documentation (AD)* were up 34% over last year.

DK asked **Melanie** to keep Kari Roane notified of mid-year and annual meeting dates. **Action Item #11**

Melanie uploaded to Wiggio an update from Judy Dyki, an *AD* cover and a list of articles. Judy reported no workflow problems producing *AD*, and the electronic issue is set to come out November 9, the print November 16. UCP asked Judy for materials to be used for marketing purposes, which she forwarded in August 2012. The Spring 2013 issue had 18 articles submitted, with 10-12 making the cut. Judy had only 50 peer reviewers this summer and issued a call for more which yielded 48 new ones.

Judy had questions for the *AD* Editorial Board on layout design content, length of articles, different article types, and broadening the audience. The Board and Judy have been emailing on these issues.

Free images made available through Bridgeman were sparse; Judy ended up spending $80 of her own money for 2 images. She wondered if the EB would okay a budget of $100 per issue to buy cover images. She was not clear if the request for the $100 budget went through UCP or the EB. Judy indicated that some images could not be used for a cover.

**Melanie** will ask Kari about costs of images for *AD*’s cover. **Action Item #12**

**Melanie** will find out if Judy would like to attend UCP editors’ meeting this year? **Action Item #13**

Amy Lucker wanted to know why, in the *AD* author’s agreement, ARLIS/NA retains copyright and not the author. Authors are not paid, so why do they not retain copyright?
Melanie thought that the CPC could consider this copyright question and produce a document for EB consideration. **Action Item #14**

The redesign of the ARLIS/NA Web Site (AWS) has become complicated, Melanie noted. Few designers work with the Joomla CMS. TEI supports Joomla, not Drupal. It is not a good idea to simply re-use the current web site in Joomla, as some of the elements cause it to “break.” Roy of TEI indicated that we need to find someone who can deliver Joomla templates. Several firms provided estimates: Saavy Panda produced a quote of $2,000-$4,000; the fees of Hue Limited, Blue Water Media and Clearsky ranged from $15,000-$20,000. Both Nedda and Amy have been busy so the CPC is a bit behind.

**Melanie** will contact Roy to see if he can work with a different CMS than Joomla. **Action Item #15**

Melanie will consult with Nedda and Amy to find a Joomla designer who will work below $20,000, asking ARLIS/NA members for names. **Action Item #16** Jon mentioned Ryan Tainter as a possible designer. **DK** mentioned the possibility of hiring ARLIS/NA members to do the work.

She discussed with Amy the concept of a “media wrangler.” What kind of content do they need to wrangle and put on the web and/or Twitter? CPC needs guidance; it was confused about its role in getting information, what kinds to get, and where to direct it.

**Melanie and Sarah** will pursue Action Item #77 and discuss how ARLIS/NA can use social media.

**DBS** emailed questions to CPC Chair Amy Lucker and former Chair Jonathan Franklin but got no response, The CPC is a little behind as Amy’s father passed away. Melanie will ask Amy about CPC budget needs and tell her to contact DBS if they need anything to go in the budget. **Action Item #17**

**Strategic Plan Committee Update (Hannah Bennett)**

Hannah Bennett is the new Head of Strategic Planning Committee (SPC) taking over for Pat Barnett. **Hannah** wants EB input: she summarized for the EB what the SPC was doing of late, the EB’s direct role in enacting the SP, vacant committee assignments, and SPC questions and concerns.

SPC Membership changes: Pat Barnett stepped down, Lily Pregill and Evan Towle, joined. The SPC is now not as large as it was, but Hannah does not see a need to enlarge it beyond its current members, Jennifer Garland, Jamie Vander Broek, Leigh Gates, Evan and Lily.

Since Toronto, the SPC has reached out primarily to the committee chairs. Some chairs have been excited, some concerned about the scale of their responsibilities. SPC has reshuffled some committee primary action items. PPC has taken on more responsibilities.

Since July, SPC has reached out to divisions, sections, and SIGs for ideas about how to enact action items. Hannah followed up with committees again about the time sensitive goals in the SP, those that needed to be completed before 2015. A sample time sensitive goal: contacting the Awards Committee about SPC Goal II part B #1: design, implement and fund an ARLIS mid-career fellowship award. So far, she has not heard from anyone on the Awards Committee (AC).
Hannah indicated that the SPC has had some difficulty getting responses generally. The SPC asked all who produced annual reports to add a progress report on their activities enacting SP goals; response has not been strong to this. She wants to get more action going.

She indicated that the EB has a primary role to enact certain goals, such as Goal I Part D #3, “Sponsor assessment studies of user research needs for art information discovery and dialogue.” She looked to the EB to “lead by example” in being responsive to the SPC. DBS suggested that the Reference and Information Services Section could take the lead on this.

DK asked if there were other goals on which the SPC needed EB leadership. She responded with Goal II, Objective A, Number 1: “Create opportunities for early career professionals to serve on ARLIS/NA and chapter committees,” and Goal III, Part D, Numbers 1 and 2. “1. Develop leadership workshops to be offered at annual conferences, chapter meetings, or through virtual means. 2. As part of a first-time attendee’s annual event, dedicate time for chapter chairs to pitch their chapters’ activities.” DK said that the EB has consulted on public speaking workshops to be held at Pasadena, and she indicated that other leadership activities will be undertaken.

Jon believed that more cross-committee communication might help expedite action on SP goals. Hannah thought it important for the EB to make a statement encouraging cross-committee communication. She looked to the EB to urge committees, divisions, sections and SIGs to respond to SPC.

DK thought that the SPC ought to inventory what has been done and what remained. When priorities are identified, DK thought that she or the EB could get involved. She also suggested some lunch chats could be helpful.

Jon and Sarah suggested that Gregg host a conference call that included the SPC and chairs of committees, to encourage action on targeted items. Action Item #18 This conference call could lead to smaller group discussions perhaps using GotoMeeting that would catalyze action. Jon suggested that the EB could assist the SPC in making action item priorities.

Hannah will have the SPC create a prioritized list of goals on which the EB can work.

Rina suggested that the EB communicate to their committees that they need to update Hannah when they accomplish an SP-related goal. Liaisons should go through the SP to prompt their committees about working on their action items. Action Item #19

Hannah asked for EB leadership on Goal III, Part B, #1: “1. Identify organizations with common interests, based upon ARLIS/NA members who have memberships in other professional organizations, to be targeted for affiliation.” Jon thought that perhaps some committees that do not have full schedules, such as the Diversity Committee (DiC) could be brought in to assist on an issue such as this. Jon offered to speak with Patrick Tomlin on the SPC’s behalf to encourage the DiC to get involved with SP initiatives. Action Item #20 He asked Hannah to identify areas in which the DiC could be involved.

When EB members attend Chapter meetings they should discuss activities related to the SP. Action Item #21
Lunch

Laurel listed the dates of upcoming Fall chapter meetings and verified which EB members would be in attendance: Mid-States meeting in Madison, WI, Mid-September (Melanie attending); Central Plains September 27 (Rina via Skype); WNY at Cornell on October 5 (Sarah will Skype); SoCal Oct 12 (Laurel will give report to Janine Henri); ON October 19 (Daniel); NW in Portland October 19-20 (Alan); MOQ October 26 in Ottawa (Daniel); SE meeting in Athens, GA, November around 7-11 (Sarah); DC/MD/VA meeting November 9 (Gregg possibly) Nov. 9 GM; TexMex meeting in Marfa November 8-10 (Jon); NorCal November 16 in SF (Laurel); OH Valley will November 1-2 in Cleveland. She had no news from the other chapters.

Rina announced that the membership referral incentive is in place, and thanked Guadalupe for working with the Membership Committee (MC) on that. She is working on getting chapter membership numbers for the years that TEI has data. She had no news from the DC.

DK indicated that she, Jon, DBS, Gregg and Darin Murphy agreed at the Pasadena CPAC meeting to add another sponsorship level at the conference, “Platinum.” She indicated that starting in October, she and Darin will have more frequent calls with the Pasadena CPAC. DBS indicated that she had set some income goals for the Pasadena meeting for the DC and Pasadena CPAC development person: $10,000 for the convocation, $2,500 for the Society Circle.

Rina will let the chairs of the MC and the DiC know that she will be attending the Joint Conference of Librarians of Color in Kansas City, MO. Action Item #22 There may be some possibilities to make contacts with an affiliate organization there. Guadalupe needs to send ARLIS/NA brochures quickly to Rina before she goes to conference. Action Item #23

Headquarters Midyear Report & Project List (Guadalupe)

Guadalupe distributed the TEI Monthly Report to the EB, and discussed TEI personnel and their duties.

She had membership data back to 2009. She mentioned that ARLIS/NA had 1,070 members in 2012, down from 1,345 in 2011. Student membership has increased. DK indicated that ARLIS/NA could recruit more in Canadian library schools, as the number of Canadian members is relatively low.

Guadalupe will review what sustaining, lifetime and honorary membership categories mean. Action Item #24

DK asked Guadalupe if she could look into becoming a Certified Association Planner. Can TEI subsidize this? Action Item #25

The AWS has TEI’s current project list available for EB members to see. DK asked if Guadalupe or Scott could introduce and explain to the EB the TEI Project Section on the AWS. She asked Guadalupe to schedule a demo of the Members-only TEI site for the next EB conference call. Action Item #26

Jon indicated that Chris Roper addressed the TEI Project List at each monthly EB call. DK requested that Guadalupe produce the most current TEI Project List. Action Item #27
Executive Board Slate 2013 (Debbie K.)

Alba Fernandez-Keys, Chair of the Nominating Committee forwarded the following slate of candidates to serve on the ARLIS/NA Executive Board 2013-2015:

Vice-President/President Elect Carole Ann Fabian (serves 2013-2016)
Membership Liaison: Martha Gonzalez Palacios
Chapters Liaison: Sarah Sherman
Education Liaison: John Taormina
Secretary: Eric Wolf

Executive Session

Jon made a motion to ratify the proposed ARLIS/NA Executive Board slate to serve 2013-2015. Alan seconded. The motion passed 8-0-0. **Motion #6**

Gregg made a motion to commend the Nominating Committee for its choice of EB candidates. DBS seconded. The motion passed 8-0-0. **Motion #7**

Future Conferences: 2015, 2016 (Debbie K., Laurel)

Laurel reported that Portland, OR, and Savannah, GA, were being discussed as possible conference sites. New Orleans and Charleston were mentioned but not pursued. Laurel did not feel either place would be in position to host for 2015. Cleveland declined when asked, as did Salt Lake City. VRA strongly encouraged its Northwest Chapter to host a conference in Seattle in 2015.

The ARLIS/NA New York Chapter indicated that it was flexible about hosting a conference in 2015 or 2016. Brooklyn may be the site and slightly cheaper than Manhattan.

Jon will talk with ARLIS/TexMex about Fort Worth. Alan suggested that it seemed like the NW Chapter hadn’t hosted a conference in a while. DK said that there was member interest in Seattle. Gregg noted that VRA had hosted in Portland, OR, within the last ten years. Jon felt that a Joint Conference with VRA should happen in 2016.

After EB discussion, DK listed Brooklyn, Fort Worth or Austin (2015), Seattle (2016), and Savannah (2017) as the likeliest spots for conferences.

The EB will need proposals from two cities soon, particularly for 2015. DK will ask the New York Chapter if it will host a conference in 2015. Jon will ask the TexMex Chapter. Alan will speak with the NW Chapter. **Action Item #28**

ARLIS/NA-VRA Joint Conference Financial Agreement (DK and Jon)

DK said that an ARLIS/NA-VRA Draft Financial Agreement was close to approval that could act as a financial model for future joint conferences. It should be agreed upon by October or November.
Jon created a draft charge for a Joint Conference Task Force, and incoming VRA President Jolene de Vierge made suggestions about management and the establishment of the conference web site. The draft report outlined the task force’s responsibilities closely. Jon believes that the planning of future joint conferences will be simplified by the financial agreement and the work of the task force.

Jon discussed a proposed Regional Planning Committee for the next joint conference to include approximately 7 people, members of the EB and local planning chairs.

Jon will clarify the number of people who will serve on the Joint Conference Regional Planning Committee. Action Item #29

Affiliate/Liaison Status Review (DK)

DK checked to see if ARLIS/NA’s 15 affiliates had made links to the AWS on their web sites. Only half did mention ARLIS. Contacting these other groups was fruitful for DK, as she learned about the affiliates’ organizations. She invited the Presidents of ARLIS/Norden and ARLIS/UK to the Pasadena conference. DK thought that a biennial conference call of Presidents of society affiliates could occur, to keep a dialog going. All of the AWS links to its affiliates were working.

Jon was working on figuring out which affiliated organizations for which ARLIS/NA had official liaisons; he was checking with the University of Illinois archivists. Laurel asked if there used to be a liaison czar who oversaw all of the liaison appointments. DK thought that this was the President’s responsibility. Jon will ascertain if there was a liaison overseer position in ARLIS/NA. Action Item #30

Honoraria Review for Art Documentation & Web Editors (Melanie)

At each Mid-year Board Meeting, the EB reviews and approves the honoraria paid to the editors of communications publications of the society.  

Art Documentation Copy Editor: $1500 Judy Dyki  
Art Documentation Contents Editor: $500 Eileen Markson  
Art Documentation Online Reviews Editors: $500/2 Terrie Wilson and Doug Litts (two installments)  
Occasional Papers/Professional Resources Editor $500 Hannah Bennett (Hannah was working on RISS about a potential publication.)  
AWS News & Features Editor: $500 Carol Graney  
AWS Editor: $750 Nedda Ahmed  
ARLIS-L Moderator: $250 Judy Dyki

Adjustments were made to some stipends last year; the EB felt that they were appropriate for this year.

Coffee Break

Daniel joined via telephone.

DK indicated that there were currently 50 Canadian members and 24 students. She asked Daniel if he could confirm this. Action Item #31
Increasing Publicity and Outreach (DK)

DK discussed the appointment of a new coordinator of news, publicity and outreach (NPO Officer) who would insure the timeliness of press releases, and outreach for the society. This appointee would be responsible for the visibility of the EB and ARLIS/NA members and would work closely with TEI.

DK has asked the CPC to create a press and publicity contacts list perhaps kept on a database behind the member’s site on the AWS. She hoped that we could contact the local press at the site of our annual conference. Also, she hoped that a P & O Officer could broadcast ARLIS/NA Public Policy Committee statements more widely through RSS feeds and eBlasts. This position would require recruiting and the payment of another honorarium. DK also suggested that this position be incorporated into the existing AWS News Editor position now held by Carol Graney.

Gregg indicated that if Carol were to increase her responsibilities, then her honorarium should be increased.

Melanie has talked about this with the CPC, and they thought this might fall under its purview. She wondered where press releases come from in ARLIS/NA now? Currently, committees release policy statements, but the NPO Officer could work with the committees and President to coordinate the process of dissemination.

Gregg felt that someone who could maintain and cultivate press contacts would be very important.

DK will contact Carol about expanding and rethinking her role as NPO Officer. Action Item #32

DK asked Melanie to inquire with the CPC about someone on the committee who could be tasked with building a list of press and publicity outlets. Action Item #33

DK will contact the New York Art Resources Consortium (NYARC) about using its press contact list. Action Item #34

Daniel asked if the PPC released a press release, who would be responsible for transmitting it to the NPO Officer, the PPC Liaison or a member of PPC itself? Jon indicated that a policy document needed to be written explaining the chain of information transmission from the committees to the NPO Officer. Jon felt that the NPO Officer should be charged with taking greater responsibility for seeking out and finding newsworthy items themselves.

Melanie thought that the NPO Officer could use social media to request more information. DK hoped that the NPO Officer could repurpose some of the AWS news content for press releases or eBlasts.

Guadalupe indicated that TEI could maintain the database of press contacts and TEI’s Jenny and Matt could assist in the generation of eBlasts for ARLIS/NA.

DK felt that the CPC should create a document that outlines the flow chart of information throughout the society, and asked Melanie to discuss this with them. Action Item #35 This responsibility of outlining the flow of information should be written into the duties of the CPC.
Currently, official log-ins to Twitter and Facebook lie with CPC. Jamie van der Broek controls the society’s Linked-In account. Melanie should make sure Nedda add links on the AWS to Twitter, Facebook and Linked-In. **Action Item #36 Guadalupe** said that Roy can assist with putting Facebook and Twitter links on the new AWS.

**Advertising on AWS (Melanie/Debbie)**

DK discussed the inclusion of advertising on the AWS, including a Marketplace section, and mentioned a document that Sandy Brooke prepared on the Marketplace on suggested ad rates and projections.

CAA, SAA, and ALA all have product Marketplaces. Alan suggested that the Marketplace be a site where vendors posted sale merchandise regularly. Jon thought that this was a good idea, but did not want to prescribe to vendors what to put in the Marketplace. DK noted that Don of TEI thought that the Marketplace could bring in $3,000 in sales in the first year. ARLIS-L is used by dealers and members to sell items, which is not the intent of the list-serv. Both Jon and DK believed that advertisers might like a spot where a persistent ad and logo could be placed, and perhaps a spot where discounted merchandise could be advertised.

DK proposed piggybacking vendor advertising at the conference; all vendors who advertised on the conference web site could also get one month’s free advertising on the Marketplace. Gregg suggested that a Special Conference Marketplace could be sold to book dealers who don’t come to the conference to exhibit, perhaps some Canadian advertisers. Lists of names assembled for the conference prospectus could be mined for these dealers.

Jon thought that perhaps another pricing model could be created whereby ARLIS/NA would get a percentage of all revenue that originated from the Marketplace. A sales code could be used to indicate that the sale came from the ARLIS Marketplace.

Melanie asked if Don of TEI could be consulted on the Marketplace ideas. Rina mentioned that there was a conference call last year with Don, but action was put on hold pending the AWS redesign. DK felt that the marketplace could be another ad location that Don could sell. Jon did not think that we should wait until the AWS redesign was completed.

Jon suggested that the section of AWS where conference photos are now located could be used as a rotating gallery of ads taken from the Marketplace. The EB was unified in its desire for tasteful, non-in-your-face type, blinking, banner ads. Nedda had the Museum Marketplace in mind, from the American Alliance of Museums.

DK wanted to add a cover letter to the prospectus. **Action Item #37**

DK will work with Don regarding the Marketplace idea. **Action Item #38**

**Documentation Advisory Committee Update (Heidi Hass)**
Heidi Hass emphasized that editing the ARLIS/NA Policy Manual (PM) is never-ending.

She indicated that she and Jennifer would be happy to contact current chairs again for edits via a general message on ARLIS-L. She also thought that each incoming leader should be told to review the PM at the annual Leadership Breakfast. Sarah suggested that the outgoing leaders go over the PM with the incoming leaders.

DK noted that Tony White was on track for delivery of the conference planning Manual (CPM) by January 2013.

Heidi noted that there formerly was PM Administrative Docs Editor, but the EB abolished this in 2004 at the suggestion of the PM Administrative Docs Editor. This position was under the auspices of the CPC.

Hannah approached Heidi in regard to the Strategic Plan, “Goal V, Objective D, Number 1: Establish a task-force to explore the creation of a cloud-based, member-accessible archive for ARLIS/NA’s electronic records.” The discussion covered record-retention of accomplishments of committees, etc., and institutional repository. DK felt that a Task Force should handle this, an institutional repository task force.

Heidi would like for TEI to keep a membership database that also included their service records. The EB thought that each member should be responsible for editing his/her own record. DK asked Guadalupe to look into whether there was any way that service records in a membership database could be self-edited.

**Action Item #39**

Heidi felt that there should be an EB appointment of a Documentation Editor, like there was before 2004, someone who served for two years. This position would report to the EB every six months or so. Discussion ensued on whether a stipend was needed. Jon thought that a stipend was possible. Heidi suggested that the Secretary might do it. Alan agreed to do this, contingent on a generous stipend.

Heidi noted that she can get the PM to Nedda soon. DK asked the EB to edit its parts of the PM and respond to Heidi by November 1. All changes should be sent to Heidi. **Action Item #40** The DAC’s revised PM will be reviewed during December 6th meeting by the EB.

The EB approved DAC changes to PM sections on the Nominating Committee (NC), CPC, SPC, and SEI.

AI GR Can members edit their own records any degree of self-editing? Ask TEI

Laurel moved that the EB thank the DAC for their work. Sarah seconded. The motion passed 9-0-0.

**Motion #8**

Jon moved to adjourn. Melanie seconded. The motion passed 9-0-0. **Motion #9**

DK adjourned the meeting at 5:00 EST.