ARLIS/NA Executive Board Meeting Agenda
October 11, 3:00-4:30 p.m. EDT
Conference Call using GoToMeeting™

1. **Call to Order and Roll Call** (Jon Evans, Laurel Bliss excused) Debbie Kempe (DK), Alan, Daniel, Melanie, (Rina late), Sarah, Gregg, (Debbie Barlow-Smedstad [DBS] late).

2. **President’s Announcements** (DK)

   Debbie Kempe (DK) called the meeting to order at 3:03 EDT.

   DK noted that the Pasadena conference planning was moving along, and speakers and sessions were being finalized; it will be an extensive array of speakers, over 90, as the program chairs tried to be inclusive. Many outside speakers were selected which may affect honoraria funds. The Pasadena CPAC has notified applicant speakers who were not selected about poster sessions at the conference; travel money, for some, was often tied to conference participation.

   **Guadalupe** has joined the local CPAC weekly calls on Thursday, and will travel to Pasadena to meet the conference planning team and hotel officials. DK attends these Thursday calls as possible. Guadalupe will travel there around November 5, 2012.

   DK and Gregg will be meeting with Darin Murphy, Chair of the Development Committee (DC), via telephone to begin Pasadena fundraising planning in earnest. All of this planning will be coordinated with Ann Roll, the ARLIS/SC Development Chair.

   DK is planning to apply for grants for international attendees to attend the Pasadena meeting.

   DK indicated that Guadalupe had finalized the hotel negotiations with the Grand Hyatt in Washington, DC, in preparation for the 2014 conference, and the contract is ready to sign.

   A financial agreement with VRA on joint conferences will be approved during the November 8, 2012, Executive Board (EB) conference call.

   DK was also hoping to deliver another video message to the ARLIS/NA membership after the Midyear Meeting and before she went to Paris, but she got too busy. She will produce one soon **Action Item #1**

3. **Approval of August 2, 2012 Minutes** (Alan)

   Sarah moved for approval of the August 2, 2012 EB conference call minutes, Gregg seconds, the motion passed 5-0-0. **Motion #1**
4. **Liaison Reports**

Daniel (carried over from the midyear agenda): The International Relations Committee (IRC) was moving forward plans for an exhibitor’s table and reception at the Pasadena conference. They are planning for a 2013 Russia tour, and a Berlin colloquium and self-guided tour for those who hosted German librarians last year, although this will not be an official ARLIS/NA event. Daniel reported that 2014 tour ideas include Vienna, Prague and Budapest.

The ARLIS/Canada chapters will meet soon; the ARLIS/ON Chapter will meet on October 19, 2012 with a panel discussion involving intersections between practicing artists and librarians. Daniel will be there. ARLIS/MOQ will meet on Oct 26 at the National Gallery in Ottawa, and Daniel will also attend this. He put out a call for applicants for the Melva Dwyer Award, and he is forming its Nomination Committee at the moment, and should be done by the end of the week.

He had no news from the Public Policy Committee (PPC).

Melanie had nothing new to report that wasn’t in her emailed report; this read as follows:

“Here is a very brief report on some CPC-related issues. The AWS redesign should be on our agenda for this afternoon’s call, so I haven’t included it here.

- **Art Documentation (AD) Cover Images:** The University of Chicago Press (UCP) is working to reimburse Judy for the cover image costs she covered, but moving forward they will also help her find images that are free (or minimal fees). All costs related to cover images will be cover by UCP. However, this is an issue they will want to revisit if costs become substantial.
- **AD and Royalties:** Kari suggested they don’t provide income projections for future volumes, but it is true that the payment made after the close of our fiscal year included more than the minimum (by $310.40) and she wouldn’t be surprised to see this continue, although the minimum itself increases annually. The first quarterly royalty payment was sent in April. More details are provided in the UCP contract, page 7 (attached).
- **Strategic Plan:** Amy Lucker will be working with the committee to try to address the goals and objectives related to the CPC’s work in the next month or so. She is hoping to have something put together by November, but is not sure if a report will be ready for our next meeting.”

Judy Dyki was being reimbursed from the University of Chicago Press (UCP) for buying cover photographs for *Art Documentation* (AD). Gregg noted that the National Gallery of Art has free images that Judy and UCP could use for covers.

Melanie indicated that Amy will respond to the Strategic Plan Committee’s (SPC) goals for it soon. She thinks that Amy will report on the SPC’s activities in November or December.

Part of the CPC’s efforts will be the redesign of the ARLIS/NA Web Site (AWS). They have received a proposal from Interactive Mechanics, the web design firm that CPC is recommending. Other proposals were received from Blue Water Media, Kapow, JRC9 Design Better Monday and one other. DK asked for DBS to put $10,000 budget. In regard to the proposals Melanie wrote to the EB in an email of October 10, 2012:
“Attached is the proposal from Michael at Interactive Mechanics, which the CPC is recommending--$9,450 non-profit rate. Most other firms/designers supplied us numbers and the breakdown of work, but none provided such a professional and detailed proposal. This one even suggested things we hadn't initial thought about. Here is a breakdown of the other quotes we received:

Blue Water Media: $15,000-$19,000  
Kapow: $15,000 or more  
QLtd: $15,000  
JRC9 Design: $10,080 CAD  
Better Monday: $5,000  
Pluhar Creative: $5,000

We really like JRC9's work, but their price is a bit more and they merely supplied a simple quote rather than a proposal. We sent everyone the same information to start. Michael at IM actually followed up with a number of good questions to suss out more information and understand our needs. Better Monday is also good, but the designer is located Bulgaria and that seems rather complicated for scheduling calls, etc.

Initially Ryan Tainter suggested around $6,000, but decided he couldn't do the work because he didn't have to time to learn Joomla with his other projects. Jon, this was a great recommendation, thanks! We were all sad he decided he couldn't do the work at this time.

Tomorrow I can provide a bit more information about the process and our options, but here is the information we sent to the designers, but let me know if you have any questions before then.”

The CPC felt the proposal from Interactive Mechanics (IM) had been the most “well-crafted.” They argued against Joomla. Roy indicated that TEI would support only Joomla not Drupal or Wordpress. All quotes were based on Joomla templates. IM presented the best visual mockup, and presented a workable timetable. They also offer some support and have a nonprofit rate that is 10% less than their usual commercial rate

Michael at IM said Drupal is a lot easier to use than Joomla. He could work with Joomla, but working with a content management system this complicated would inflate the price quote. He preferred to use Drupal or Wordpress, but has used Joomla. Drupal is becoming the norm, with Wordpress on the low end and Joomla in the middle. DK indicated that the Frick Collection was using Drupal, but it had a huge learning curve. TEI supports only Joomla so we have to go with this, if we want to do something within the next year. Melanie indicated that the CPC looked at a Joomla showcase to find designers; of the work in this showcase, some of the best design firms said that they would not do the work for less than $15,000.

DK thanked Melanie and the CPC for her hard work in finding IM.

DK said that the next step was to check with ARLIS/NA Webmaster Nedda Ahmed on her schedule. TEI has a clause in its contract with ARLIS/NA to be done with the AWS by the end of 2012, but she understood that the contract will have to be changed. Action Item #2 DK asked Melanie to figure out a workable time frame for finishing the AWS transition to Joomla with IM and TEI. Action Item #3
DK asked how long the Interactive Mechanics price quote will remain in effect? Melanie can follow up with Nedda about the price quote. Action Item #4 DK will put a vote on the IM proposal on next month’s agenda, so that everyone can read it.

Sarah sent an email outlining her report on October 10, 2012:

“I’m sending my report in advance. Heather Koopmans from PDC-Ed has these updates:

‘The planned webinar for the month of October on digital humanities will not be produced due to cancellation by speakers. PDC-Ed was not able to find replacement speakers. The ACRL shared webinar has a tentative date of 12/7. There will be an awards-related chat sometime in Nov. or Dec. and a chat on museum outreach is TBA for January. PDC-ED is planning for another 1-2 webinars and 1-2 chats between Jan - March.’

She also has a question regarding eligibility of ARLIS affiliates as webinar attendees, which I will introduce during my liaison report.”

She reported that the Professional Development Committee (PDC) is mostly quiet, but they are planning their next meetings. She had a question from PDC Chair Heather Koopmans about creation of a policy covering non-ARLIS/NA members and institutions who wish to attend webinars. DK mentioned last month that some members of the College Art Association (CAA) were interested in attending a recent webinar, and she gave them permission.

Koopmans had a question about outside institutional attendees joining a webinar. Sarah asked Heather how many times she had received requests from institutional attendees for granting access to a webinar. Heather replied about 6 a year. In the past, Chris Roper would use his discretion to grant or deny access. Sarah noted that the President should have this granting power, and Heather thought that the organizers of the webinar also should have this power.

Gregg said that he thought a policy should favor attendance for regular ARLIS/NA members over outside institutional attendees. People who are institutional members or affiliates should be waitlisted if the number surpasses the maximum 100 spots. DK does not want to go overboard on policies, because we rarely approach 100 attendees and she would like to be able to exercise discretion. She is trying to engage with ARLIS/NA affiliates more and access to our webinars might be a nice cross-benefit to offer them. DK asked if webinars often have more than 100 registrants? Sarah thought yes, but while they register, many do not show up for the actual event. We have not yet had 100 spots filled. She wondered about monetizing non-member access; DK thought that this might be explored, but she did not want to charge affiliates.

DK wants to explore the possibility of creating cross-registration privileges with other organizations. Sarah noted a test of this will be the upcoming attendance of ACRL members at an upcoming November webinar.

Sarah will ask Heather for the PDC to create a policy proposal covering webinar attendance. Action Item #5 Sarah will ask Heather about the circumstances in which two speakers cancelled for an upcoming webinar. Action Item #6

Guadalupe indicated that she turned away about 40 people who were not members from attending the last webinar. Two or three joined ARLIS/NA to get access. 35 were denied access. DK wondered about monetizing non-
members attendance. How would this be administered? Administering? Sarah will discuss monetization with Heather. Action Item #7

Rina discussed the MC’s letter to lapsed members; she made some small changes to it with input from Sarah Carter, DK and DBS. DBS suggested emphasizing the importance of ARLIS/NA membership for professional advancement. A lapsed member would include those who were members the previous year but did not re-join. Rina will work with DK and the MC on finalizing a letter to lapsed members. Action Item #8
Rina also passed along comments from the MC not in favor of raising membership dues. While the EB moved forward to hike conference fees, it will not raise dues for the FY 2013 Budget.

5. Funding Request from Mentoring Subcommittee (Sarah)
Sarah moved that the EB approve the Mentoring Subcommittee’s request for $100 to join the International Mentoring Association. Melanie seconded. The motion passed 7-0-0. Motion #2
DBS will inform Rachel Resnik of the EB’s special funding approval. Action Item #9

6. Treasurer’s Report and Presentation of 2013 Budget (DBS)
DBS discussed the Treasurer’s Report and the Budget, to which she added many adjustments in the days previous. She added special funding requests prior to the meeting.

She tried to contact Keith Joyce about the costs of a FY2013 partial audit, but could not get hold of him. DBS entered a possible expenditure of $5,300-$10,000 for redesign fees associated with the AWS. DK, DBS, Jon and Gregg discussed a new conference registration category offering non-member rate + complementary introductory membership (yielding free conference registration). This new category costs more than the member registration rate.

For the Membership Lunch, DBS figured that we would attract 200 members paying $30 each totaling an estimated cost of $6,000. The actual cost would be closer to $13,000 (estimated at $65 per person), so part of the lunch is subsidized.

DBS changed advertising income from $3,500 to $4,000. Audiovisual costs in Pasadena are still uncertain, based on whether wireless access can be gotten free or not. AV costs could be as much as $6,000 per day. DBS will confer with conference co-chairs. DK noted that we will need some level of wi-fi for sessions.

DBS figured that transportation (bus rental) to the Art Center College of Design Welcome Party would cost from $2,000-$4,500. If the party happens at the Autry Museum, costs would be higher. Total conference costs will depend on any added rental fees, food and drink costs and speaker costs.

The conference budget is a separate document and its numbers can change, but not significantly.

Gregg moved that the EB accept Fiscal Year 2013 ARLIS/NA Budget, Alan seconded. The motion passed 7-0-0. Motion #3

7. Question about DSA Requirements (DK)
A question arose about the Distinguished Service Award (DSA) requirement criteria and eligibility. Are current members of the EB, other ARLIS/NA officers or appointees or previous recipients not eligible? DK would change the eligibility standards to allow current appointees and liaisons to be considered. Gregg agreed. He indicated
that the DSA is usually given to a member at the end of his/her career, but this does not have to be so; the main criterion is the size of her/his contribution at whatever career stage. Sarah agreed with Gregg. He also did not think that this required any Bylaws changes.

DK will consult with the DSA Committee (DSAC) to change their guidelines. **Action Item #10**

8. **2015 Conference Venues (DK)**
Jon will attend the ARLIS/Tex-Mex meeting in Marfa to sound out the chapter about hosting a conference in 2015. DK has been in touch with ARLIS/NY Chapter Chairs about hosting in Brooklyn or Manhattan in 2015 or 2016, and they're okay with it, and will produce a proposal by the end of the year. The EB will make a decision by January 2013.

AM will ask the ARLIS/NW on October 19, 2012.

Sarah noted that the ARLIS/SE Chapter seems to have a lot of reservations about hosting in Savannah. They will continue to discuss this at an in-person meeting.

9. **UCP Publishers Report, September 2012** (see file on Wiggio)

10. **Ashgate Offer (DK [see email of September 18, 2012])**
DK noted that Jon was contacted by Ashgate to create an ARLIS Partner Page. Next month will devote to Marketplace idea. DK wanted to postpone this.

11. **Subscriptions to GoToMeeting/GoToWebinar (Guadalupe)**
Currently, ARLIS/NA has 2 subscriptions to GotoMeeting. It only costs to $19 per month to add another line. Gregg felt that if we are turning people away, it is reasonable to get another line. Guadalupe indicated that the Pasadena CPAC needs one subscription every Thursday. DK thought that a schedule should be posted, and if a third subscription seems necessary, then we should get it. Guadalupe will transfer the GotoMeeting schedule held by Sarah Falls to a more general place. **Action Item #11**

12. **Publicity and Promotion Committee** (see Guadalupe’s email of September 19, 2012)
DK will talk about it next month.

13. **Adjourn (DK)**
DK adjourned the meeting at 4:30 EDT