



November 18, 2022
ABOS Board Minutes
Recorded by Karen Bradley, ABOS Secretary

Meeting called to order at 2:10pm CST

Roll call

Present: Lori Berezovsky, Brittany Peacock, Karen Bradley, Brooke Bahnsen, David Kelsey, Jenn Koetz, Maggie Petersen, Kassy Trejo, Danielle Carlton, Cathy Zimmerman

Absent: Susan Parkins, Crystal Harris, Alicia Rodriguez

Approval of September and October minutes

Brittany motioned to approve the September and October minutes. Jenn seconded the motion, none opposed, and the motion carried.

President's Report

Amigos Contract

The Amigos contract is in process. Cathy, Brooke, and Lori met with Amigos to talk about membership levels and the addition of the Executive Director. Amigos is putting together a draft for our contract.

Hershey Contract

Cathy, Brittany, and Lori met to go over the Hershey contract, line by line.

New Mexico Library Conference

Karen reported on the NMLA visit. There were about 150 attendees. The ABOS booth was set up next to the New Mexico State Library. Liana Morales, from the NM State Library mentioned that the ABOS conference was fantastic and was full of great programs. She and the rest of the team are looking forward to next year and bringing additional staff.

The San Jose University representative explained the current travel ban. The University has banned travel to specific states that have discriminating practices. The list can be found at <https://blogs.sjsu.edu/financeconnect/tag/restricted-travel/>.

The New Mexico State Library has 3 bookmobiles that go out to rural areas in the state. There used to be 6, but that number was reduced several years ago. Some local libraries have their own bookmobiles.

ABOS will look to other regional library conferences for future attendance.

Treasurer's Report

We are seeing the last of the remaining conference income. There were a few refunds given for the conference. Our income has been over our budgeted expectations for the year to date. We had budgeted \$112,737 and currently sit at \$183,962. We are under budget for the year and had no major unknown expenses come up.

Committee Reports

Awards - nothing to report

Bylaws - nothing to report

BOIR

The newly formed advisory committee met on Tuesday to get to know each other and do some planning. The group will be meeting monthly moving forward. There is some confusion, and moving forward the group is going to have to sort everything out regarding roles and responsibilities. We will need to find someone to replace Iron Moose, the tech company we were working with on the project, but they are no longer in business. We are not sure how the group will meld the databases together. Additional note: upon further investigation, Iron Moose was able to be contacted and are still in business

Christina Reyes is being suggested to Chair the committee because there will be a lot of database work and she has a background working with databases. Maggie agrees that Christina will be a good fit because she knows the questions to ask and what to do with that information. Christina also seems very excited about the project.

AJ and Sarah suggested that we create a survey monkey to get additional information for the BOIR tool. Currently the BOIR tool has a lot of entry fields that don't pertain to the organization that is entering the information. It is unwieldy and we are trying to find a way to tighten up the responses. Additionally, there is currently no way to prevent multiple people from entering the same information. Originally it was meant as a repository of outreach information. You could fill out your information, and if you didn't have a bookmark, there was a skip button to the next question. That button has disappeared and it asks for unnecessary information. We also need to decide if we want to keep historical records for organizations.

Maggie will be contacting Michael Swendrowski for assistance, since his son is the founder of Iron Moose.

Communications Committee

The Communication Committee excelled this month by scheduling social media posts for 235 submissions for Storywalk Week. The team of five worked together to schedule the posts.

There are currently 6,000 followers on Facebook, an increase from 660 in March. One of our Facebook posts went viral and reached almost 1 million people and was shared 20,000. Instagram has 1,000 followers and Twitter has 1,642 followers.

Conference Planning - nothing to report

Continuing Education

The webinar for December is Dam-it, Jim! This presentation was very popular at the conference. He did not have a pre-recorded video for the conference, and several people were unable to attend in person. Chris was enthusiastic about doing the presentation again.

There will be a new topic every other month for 2023. The January topic has been decided. Driven Discussions will continue next year as well. The Continuing Education committee is working on a survey to send out after each continuing education opportunity to make sure we are providing quality education.

Long-Range Planning

2026 Conference

We are returning home to Columbus, Ohio. Cathy visited the Hyatt Regency yesterday and saw that they have a better amenities package, parking is doable, and we can grow with them. The vendors can promote throughout the hotel. It has a food court attached because it is connected to the convention center. The Hyatt is also connected to two other hotels through sky bridges, so there is room for expansion if we need it. There is a larger ballroom and breakout rooms that we can access if our numbers require the bigger option. They have their own a/v person, they have done renovations, it's near a lot of things for our attendees to explore, and it is good for any growth that we may have.

The other option was the Crowne Plaza, but by 2026 we may have outgrown their breakout rooms. The limit for attendees would be about 400 and there is nothing nearby, so we would need to get a Lyft to explore the area.

Membership - nothing to report

Nominations

So far we have 157 votes after 4 days. David sent the ballot on Monday, sent out a reminder email today, and has several reminders scheduled. Voting closes Wednesday, November 30th.

Technology - nothing to report

Vendors - nothing to report

Whova

Susan had a quick reminder to send questions to her if they come up. She is happy to respond to them.

New Business

Post-conference survey results

There were over 100 respondents. The responses were thoughtful and will be helpful for next year's planning. Overall people were thrilled with the conference and there were many first time attendees who got a lot out of it.

Whova contract

Farber has offered to pay for the 2023 Whova conference package, for around \$4,039.

Institutional Membership pricing

Institutional Membership is currently \$135 for 3 staff and then \$45 for each additional staff member. The Executive Committee suggested keeping the \$135 for 3 staff but dropping the additional staff members down to \$40 each. We are hoping to make the institutional membership pricing a little more incentivized. Will this need to be a bylaws adjustment, requiring the vote of membership? We will look into this. The entire board is happy to move forward with the change in order to include as many members in outreach departments as possible.

Wild Apricot Pay vs. PayPal

PayPal is less than ideal; it is antiquated and while there is text that says click here to pay, it is not user friendly and often you can't see the link. Amigos is suggesting Wild Apricot Pay. We use Wild Apricot for our website so it would be seamless, and it wouldn't send people to another page. Currently, Wild Apricot charges us a 20% fee to use PayPal. PayPal is not willing to fix their problem and Amigos said it would be a quick and seamless process to switch over to Wild Apricot Pay.

Jenn made the motion to move forward with Wild Apricot Pay. Brittany seconded, none opposed, and the motion carried. Brittany will let Amigos know to make that change with our contract in the new year.

Vendor levels for 2023

PLATINUM

No fee

\$5000 minimum

Night event

Whova app

Author

Keynote speaker

Jan-Dec advertising

Website

Vendor tab

Link to website

Social Media

Whova banner

Whova virtual booth
1 hour program
Vendor Voice interview
3 Comp registrations
Premium vehicle parking (up to 3 vehicles)
Full page color ad in conference booklet
PLATINUM ribbon

GOLD
\$2000 sponsor fee
3 comp registrations
Vehicle parking (up to 2 vehicles)
1 hour program
Sponsor
Award
Tshirts (approx 350)
Bags (approx 350)
Break
Other swag
Vendor Voice interview
Full page ad in conference booklet

PREMIUM
\$1500 sponsor fee
2 comp registrations
Vehicle parking - 1 vehicle
Sponsor
Award
Swag
½ page ad in conference booklet

LOYAL
\$1000 sponsor fee
1 comp registration
Vehicle parking - 1 vehicle
Sponsor
Award
Swag
¼ page ad in conference booklet

ALL LEVELS RECEIVE
Vendor table
Literature in attendee bag
Vendor stamp promotion

Link to your website (July through October)
Logo on social media (July through October)
Vendor table (Electric will be a cost per the hotel of \$25)
Vendor "Speed Dating" during morning session

Matthews is in talks with Hershey Park for Networking Nite, Farber has picked up the cost for Whova, and Thorndike is in talks to help with our Keynote Speakers.

Maritz Global might be interested in setting up for a scholarship fund for membership. Nationwide is located in Columbus OH and might have something for us.

Membership Drive Nov. 25 - Dec. 23

We will be offering a Black Friday Sale; it is a discount of \$10 off any level and we are encouraging folks to buy yourself or others the gift of outreach. The graphics have been sent to Crystal to send to lapsed members and schools, as well as the Communications Committee and David for our social media and the webpage.

We are also going to try and set up Amazon Smile because Giving Tuesday is November 29.

Old Business

The Executive Director contract has been signed and David is meeting Monday with the payroll company recommended by Amigos. The goal is to have payroll set up by January 1st. David has also put together a working draft of the annual performance review form. Cathy Zimmerman's starting date is January 2nd.

Reminders

Check your board email at least once a day from here on out. Email voting will be needed, things will pop up unexpectedly and need a timely response.

Clean up your Gmail account and your Drive for the incoming board members.

If you currently chair a committee and are leaving the board, please write up some guidelines for the new person.

Upcoming Events

Our newly elected board members will attend the December board meeting!

Membership drive "Give the Gift of ABOS" from Black Friday, Nov. 25- Dec. 23. \$10 off all membership levels.

Meeting adjourned at 3:19pm CST