



November 19, 2021, ABOS Board Minutes
Recorded by Karen Bradley, ABOS Secretary

The meeting was called to order at 2:04 p.m. CST.

In attendance: David Kelsey, Lori Berezovsky, Karen Bradley, Brooke Bahnsen, Cathy Zimmerman, Zach Roberts, Jenn Koetz, Robin Rousu, Crystal Harris

Absent: Michelle Fernandez

The meeting was called to order by ABOS President David Kelsey and Roll Call performed by Karen Bradley.

Secretary Minutes

Meeting minutes from October were distributed and adjusted by the Board. Jenn Koetz motioned to accept, Cathy Zimmerman seconded, and the motion was approved. October minutes will be uploaded to the website.

Treasurer Report

Three categories with the biggest source of income for the year so far:

\$61,787 for conference registration

\$29,500 for vendors and sponsors

\$29,773 for membership dues

October had our highest month of expenses due to the conference, including a \$6,000 charge from Amigos to support us for the conference. Overall, our financial security is better off than past years.

President's Report

ABOS has achieved and surpassed our 2021 membership goals, and we should reach 800 members by the end of the year. Conference Recap: many thanks to everyone for your hard work and please reach out to Lori with any comments and thoughts about next year's conference or interest in participating in conference planning. StoryWalk Week is going on now. We have featured over 470 Storwalks over 5 days and have reached about 65,000 people this week on Facebook. Driven Discussions have been successful with about 30 Storywalk attendees and two large print discussions with 30 attendees total.

Committee Reports

Advocacy: The Advocacy Committee has created a directory this year with over 150 contacts that is then notified for events and updates.

Awards: The awards season is closed. The virtual ceremony went well and everyone received their awards in the mail.

BOIR: There is nothing new to report

Bylaws: There is nothing new to report.

Continuing Education: Due to a software update, our end of the year presenter is unable to present. The continuing education committee is looking at getting a different presenter scheduled for the end of the year.

Long Range Planning:

2023: Cathy is waiting to hear back from Shonna regarding the 2023 conference in Knoxville. The hotel was sold and it will not be reopened in time for our conference. Shonna is looking for a new hotel in Knoxville and will be branching out to the Nashville area.

2026: Going ahead with December visit at the Lodge in Hershey visit for 2026. Initially, it seems like the location for us; the price is good, parking is more than adequate, and it is easy to access.

2027: Planning for 2027 is on pause until the location for 2023 is settled.

Marketing

StoryWalk Week: The goal for the initial StoryWalk Week was for 50 StoryWalks and the number was far surpassed. Entries came in waves, including 8 from Kansas libraries. Noah Lenstra has been a driving force and much credit goes to him for promotion.

The Marketing committee is not meeting in November or December and the year is winding down with events coming to an end.

The next Out and About newsletter is scheduled for mid-January and we are currently accepting articles. Carli will continue with the marketing committee in 2022 and will keep doing the newsletter.

Social media numbers are 1,323 for Twitter, 787 for Instagram, and 3,742 for Facebook.

Nominations

As of today we have 118 members who have voted which is a good turnout and we have another full week to go. Cathy has sent out reminder emails, unfortunately there have been some members who have not gotten their link to vote, if not please notify us and she will send the link again. Some IT departments have cracked down on mailings and the emails have been routed to spam or held in quarantine. Members that have signed up with ABOS this week have also been notified that they are able to vote.

Pre-election survey:

1. Will you be attending 2022? There were 156 participants in the survey and 34% said yes, 23% were undecided, and 7% said no. The undecided and no responses indicated that the either weren't sure about travel budget or that support staff is not allowed to attend out of state conferences.

2. Do you go to our website? 44% said no. Some responses include that time is an issue, that they see the emails and listserv so they don't need to go to the website, and that the website is boring and clunky to use.

3. Do you see value in your membership? 98% said yes. Those that said no indicated that they would like to see a list for why membership is financially beneficial for organizations. Additionally, some respondents said that they don't have a bookmobile or a bookbike and because of that, membership was not beneficial. Some strategies were discussed including information in our brochure to target key reasons for organizations to join and adding information about how ABOS is about outreach, and not just bookmobiles.

Membership – Crystal Harris

ABOS has 736 members as of today, with 28 new members in November and 42 new members in October. Crystal needs to send out the welcome letter and brochure out to the new members. She is thinking about adding some infographics to the brochure to highlight the benefits for organizations joining ABOS. The Membership committee will meet in early December and will send out a discount code to lapsed members.

David encouraged the board to start brainstorming ideas to move ABOS forward in 2022! Cathy suggested that the Advocacy Committee work with the Membership Committee to send out a brochure to state libraries to promote the group rates with the hope that support from state libraries will trickle down to the local libraries.

Technology: All conference recordings have now been successfully uploaded. A huge thanks to Rose for all of her hard work on this important part of expanding the reach of our virtual conference content!

New Business

Twelve Days of ABOS Membership will be from December 1 through December 12. Michelle is working on a graphic, we will have a discount code available, and Crystal will send out swag for incentives. David will ask the board and past presidents to send out a statement regarding what ABOS means to them as well as its value in their career.

2022 ALA LibLearnX

Midwinter is being rebranded as LibLearnX and is going to be fully virtual. ABOS has two free passes and will be sending Lori and Cathy to represent the organization. Additionally, we will send the president-elect with ABOS funds.

2022 Newsletter

The newsletter will continue quarterly in 2022 with Michell taking over production. There was a discussion regarding whether or not the newsletter should be a member benefit. While it is an e-newsletter, is it of value to our members? Zach suggested that we utilize the newsletter as we grow for income through advertisements by using the listserv. David suggested that the newsletter could be a way to encourage membership value. If we keep the listserv freely available to all, we can encourage members to read the newsletter behind the paywall. Rosa mentioned that REFORMA moved their listserv to members only and saw turbulence and a large decrease in activity from the public.

Board Email: David would like board and committee email accounts cleaned out and ready to go for the new Board in January. Save things that might be useful for the incoming person and delete the rest.

ABOS Website: Next year David will spearhead a website remodel in order to appear more user friendly, up to date, and professional looking.

December Meeting: David will start the December meeting as President and Lori will close out the meeting as the new President.

Old Business

Phone numbers have been removed from the ABOS website so that board members are no longer receiving spam calls.

Adjournment

Zach made the motion to adjourn, Lori seconded, and the motion carried. The meeting adjourned at 2:59 CST.

Next Board Meeting Friday, December 17, 2PM CDT