

TO: ALA Executive Board

RE: *Approval of dates and site for the 2012 and 2018 PLA National Conferences*

ACTION REQUESTED/INFORMATION/REPORT:

The Public Library Association Executive Committee requests the approval of the American Library Association Executive Board to hold the PLA 14th National Conference, Tuesday, March 13-Saturday, March 17, 2012, and the PLA 17th National Conference, Tuesday, March 20-Saturday, March 24, 2018, in Philadelphia, PA.

ACTION REQUESTED BY:

Public Library Association Executive Committee

DRAFT OF MOTION:

Move that the ALA Executive Board approve Philadelphia as the site of the PLA 14th National Conference, Tuesday, March 13-Saturday, March 17, 2012, and the PLA 17th National Conference, Tuesday, March 20-Saturday, March 24, 2018.

DATE: *March 22, 2007*

BACKGROUND: *See attachments.*

Attachments

March 22, 2007

TO: ALA Executive Board

FROM: Susan Hildreth, PLA President
Greta Southard, PLA Executive Director

RE: Site recommendation for the 14th PLA National Conference, March 2012
and the 17th PLA National Conference, March 2018

Request for action: The Public Library Association Executive Committee requests the approval of the American Library Association Executive Board to hold the PLA 14th National Conference, Tuesday, March 13-Saturday, March 17, 2012, and the PLA 17th National Conference, Tuesday, March 20-Saturday, March 24, 2018, in Philadelphia, PA.

Brief History of PLA National Conferences

PLA has a strong history of programmatically and financially successful national conferences, beginning with the first PLA National Conference held in Baltimore in 1983. As noted in Exhibit One (PLA National Conference Statistics), PLA conferences have grown steadily since their inception. Due to a large membership base, PLA conferences on the east coast are a huge draw. In 2006, over 11,000 librarians, exhibitors, speakers, press and other guests attended the PLA National Conference in Boston, MA. The revenues for that conference produced \$660,335 in overhead to ALA.

ALA Policy 6.4.1 VIII Division National Conferences, Preconferences, and Related Activities

Divisions may conduct preconferences, workshops, institutes, seminars, and Division national conferences, in accordance with ALA Policy, at intervals determined by Division program priorities and supported by sound financial management. A Division is responsible for all costs incurred in planning and carrying out such activities. (ALA Policy 7.2.2)

Division National Conferences shall be defined as "non-business conferences removed in time and place from the American Library Association's Annual Conference" and Midwinter Meeting in order "to view and explore areas of divisional concerns in depth." Proposals for Division National Conferences should be made to the ALA Executive Board at least two years in advance of the anticipated meeting date following a prescribed proposal outline. ALA state and regional chapters in the geographical area of a proposed conference shall be notified in writing of a desired conference prior to submitting the request to the Executive Board. Such notice shall seek the cooperation of the chapters with respect to scheduling and programming to the extent feasible. The Division shall contact the host Chapter prior to determining date availability with the host city.

Site recommendation for the 14th & 17th PLA National Conference—page two

The Division shall contact the chapters in the geographical area immediately after determining date availability with the host city. In the event of a conflict with the ALA state or regional chapters and the proposed divisional conference, the ALA Executive Board shall make the decision in consultation with the chapters.

Review of the site selection process

PLA followed ALA and PLA procedures for selecting conference sites. In addition to viable dates and excellent meeting and housing facilities, Philadelphia is recommended for a number of reasons:

- The Philadelphia Convention Center is in the center of downtown and within walking distance to a variety of hotels and plentiful options for dining, shopping and entertainment.
- In Philadelphia, 3400 committable hotel rooms are within 8 blocks of the convention center. PLA will need minimal shuttling. The hotel package includes a range of hotel types and pricing.
- Philadelphia International Airport is eight miles from downtown, has 1,300 flights daily and is served by 30 passenger carriers. SEPTA's R1 line directly links the airport to Philadelphia's downtown for a fast, hassle-free connection.
- Philadelphia will provide attendees with many opportunities for tours and sightseeing.
- Philadelphia's dining scene is fabulous; with an array of cuisine and price ranges, there is something for everyone. Downtown is lively day into evening. People live, work and play downtown so it feels safe and alive well into the evening hours.

In addition, PLA's considerations included location of ALA annual and midwinter meetings, previous PLA national conference sites, dates of major chapter meetings (such as the Texas Library Association), and religious holidays. Furthermore, per ALA policy, the host state chapter and contiguous state chapters were notified of PLA's intent to hold the 14th and 17th National Conferences in Philadelphia. (see Exhibit Two – Text of Letters to State Chapters).

Cost Savings for Multi-year Deal

The Philadelphia Convention and Visitors Association and hotel partners have put together a number of incentives for PLA to confirm both the 2012 and 2018 conferences in Philadelphia. *TOTAL Savings for Multi-year Deal = approximately \$250,000*

Requested action

That the ALA Executive Board approve the city and dates selected by the PLA Board of Directors to hold the 14th and 17th National Conference in Philadelphia, PA over the dates of March 13-Saturday, March 17, 2012, and March 20-Saturday, March 24, 2018.

Attachments Please pardon any formatting lost in transmission.

Exhibit 2

March 7, 2007

Margaret Carty
Executive Director, Maryland Library Association
1401 Hollins Street
Baltimore, Maryland 21223

Dear Ms. Carty:

The Public Library Association/a division of the American Library Association (PLA) acknowledges and understands the concerns expressed by the chapters regarding our intent to hold the 2012 and 2016 PLA National Conferences in Philadelphia. In order to alleviate these concerns, the PLA has changed the dates to 2012 and 2018, providing a wider time span between PLA conferences located in Philadelphia.

As per the policy of the American Library Association, this letter serves as notification of our plans to hold the 2012 and 2018 PLA National Conferences in Philadelphia, Tuesday, March 13-Saturday, March 17, 2012, and the PLA 17th National Conference, Tuesday, March 20-Saturday, March 24, 2018.

As always, please do not hesitate to call me if you have any questions. Thank you.

Sincerely,

Greta K. Southard, CAE
Executive Director
Public Library Association

Exhibit 2

March 7, 2007

Patricia Tumulty
Executive Director, New Jersey Library Association
Box 1534
Trenton, NJ 08607

Dear Ms. Tumulty:

The Public Library Association/a division of the American Library Association (PLA) acknowledges and understands the concerns expressed by the chapters regarding our intent to hold the 2012 and 2016 PLA National Conferences in Philadelphia. In order to alleviate these concerns, the PLA has changed the dates to 2012 and 2018, providing a wider time span between PLA conferences located in Philadelphia.

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As always, please do not hesitate to call me if you have any questions. Thank you.

Sincerely,

Greta K. Southard, CAE
Executive Director
Public Library Association

Exhibit 2

March 7, 2007

Michael J. Borges
Executive Director, New York Library Association
252 Hudson Avenue
Albany, New York 12210-1802

Dear Mr. Borges:

The Public Library Association/a division of the American Library Association (PLA) acknowledges and understands the concerns expressed by the chapters regarding our intent to hold the 2012 and 2016 PLA National Conferences in Philadelphia. In order to alleviate these concerns, the PLA has changed the dates to 2012 and 2018, providing a wider time span between PLA conferences located in Philadelphia.

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Sincerely,

Greta K. Southard, CAE
Executive Director
Public Library Association

Exhibit 2

March 7, 2007

Douglas S. Evans
Executive Director, Ohio Library Council
2 Easton Oval, Suite 525
Columbus, OH 43219-7008

Dear Mr. Evans:

The Public Library Association/a division of the American Library Association (PLA) acknowledges and understands the concerns expressed by the chapters regarding our intent to hold the 2012 and 2016 PLA National Conferences in Philadelphia. In order to alleviate these concerns, the PLA has changed the dates to 2012 and 2018, providing a wider time span between PLA conferences located in Philadelphia.

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As always, please do not hesitate to call me if you have any questions. Thank you.

Sincerely,

Greta K. Southard, CAE
Executive Director
Public Library Association

Exhibit 2

March 7, 2007

Glenn R. Miller
Executive Director, Pennsylvania Library Association
220 Cumberland Parkway, Suite 10
Mechanicsburg, PA 17055

Dear Mr. Miller:

The Public Library Association/a division of the American Library Association (PLA) acknowledges and understands the concerns expressed by the chapters regarding our intent to hold the 2012 and 2016 PLA National Conferences in Philadelphia. In order to alleviate these concerns, the PLA has changed the dates to 2012 and 2018, providing a wider time span between PLA conferences located in Philadelphia.

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As always, please do not hesitate to call me if you have any questions. Thank you.

Sincerely,

Greta K. Southard, CAE
Executive Director
Public Library Association

Exhibit 2

March 7, 2007

Ann Farr
President, West Virginia Library Association
Greenbrier County Public Library
301 Courtney Drive
Lewisburg, WV 24901

Dear Ms. Farr:

The Public Library Association/a division of the American Library Association (PLA) acknowledges and understands the concerns expressed by the chapters regarding our intent to hold the 2012 and 2016 PLA National Conferences in Philadelphia. In order to alleviate these concerns, the PLA has changed the dates to 2012 and 2018, providing a wider time span between PLA conferences located in Philadelphia.

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As always, please do not hesitate to call me if you have any questions. Thank you.

Sincerely,

Greta K. Southard, CAE
Executive Director
Public Library Association

PLA NATIONAL CONFERENCES STATISTICAL COMPARISON

	1983	1986	1988	1991	1994	1996	1998	2000	2002	2004	2006
	Baltimore	Pittsburgh	St. Louis	San Diego	Atlanta	Portland	Kansas City	Charlotte	Phoenix	Seattle	Boston
Preregistered	1,156	1,379	2,110	2,676	3,162	4,033	3,764	5,210*	4,856	5,032	6,038
Onsite	150	148	257	142	152	326	391		266	253	712**
One Day	400	159	158	64	44			84	51	175	540
SUBTOTAL REGISTRANTS	1,706	1,686	2,525	2,882	3,358	4,359	4,055	5,294	5,173	5,460	7,290
Exhibitor Representatives	506	333	809	883	1,143	1,208	1,770	1,523	2,061	2,272	2,570
Guest/Speaker Passes	80	128	77	101	197	393	334	152	168	243	312
Exhibit Badges	308	377	430	510	1,090	743	783	535	472	610	822***
Press	19	9	12	20	20	20	21	24	17	46	39
TOTAL ATTENDANCE	2,619	2,533	3,853	4,396	5,808	6,723	6,963	7,528	7,891	8,691	11,033
Exhibit Booths/ Table Tops	180	191	241	376	405	410	492/47	605/28	663/22	730/20	807/20
Companies Represented	n/a	n/a	185	263	360	360	405	377	397	390	422

*includes onsite registration ** includes 416 paid exhibits-plus badges *** complimentary exhibits badges