

Video Round Table
Membership and Executive Board Meeting
ALA MidWinter January 19 - 24, 2007 Seattle

Saturday, January 20, 8:00 am - 12:30 pm

Location: Washington State Convention & Trade Center

Room: 620

- 1) Call to Order & Introductions
- 2) Minutes from Midwinter, Reading & Approval – Barb Bergman
 - a) Minutes were reviewed and approved
- 3) Treasurer’s Report – Mary Konkel
 - Treasurer’s report distributed and approved. ALA provided data through November 2006. Mary K included more detailed information. Overview of income and expenses for past three years was provided. Our events goal is to break even rather than make a profit. AV equipment is major expense at conferences, but we agreed that some of it is necessary for presenting quality programs. Ten percent of our dues goes to “ALA overhead” which pays the round table liaison. Gala income/expenses have varied.
 - Note on presenters: We are not supposed to pay an honorarium to a speaker who is a librarian (who presumably, should already be attending the conference). Therefore if we ever have a situation where we would want an honorarium for a librarian speaker, the payment would need to come out of donated funds, not our regular budget.
- 4) PLA Audiovisual Committee Report – Adele Bellinger
 - Program in June will be “Put your money where your circulation is”
 - 2008 PLA conference will be in Minneapolis
- 5) Reports from Standing Committees:

Membership – Meghann Matwichuk – detailed list distributed

- Current membership: 283 personal members; 15 organizational/corporate. Up 9%
- We receive names of personal members, but not corporate. Meghann has been sending a Welcome e-mail.
- Exhibit booth: We eliminated our equipment costs by bringing own laptop computer to display the Notable films. Steve and Lisbeth raised the possibility of being in the new ALA membership pavilion for D.C.Space in ALA Pavilion is small (1.5m) but has better visibility than in Professional aisle.
- Carleton found a cache of 100 “I like to watch” buttons. Will use for booth giveaways.
- New ALA marketing director John Kreska is enthusiastic; has offered to help with data, analysis of membership potentials/ cross membership; design of recruitment flyers

- We have a redesigned flyer, print as needed – MK
- Anecdotal evidence of VRT providing people with connection to ALA; has gotten people to join ALA. Remember Gala may be first contact.
- Committee chair – Meghann is looking for someone to take over. Responsibilities are to contact new members and coordinate conference boothm (and mentorship coordination if we proceed with proposal).
- Talked about using some vendor donations as a giveaway at the booth (not just at the Gala)
 - Need to be sure vendors only contacted once. Steve Brantley will be making the contacts. Let Steve know if you have an “in” with a vendor. Mary Konkel keeps list of contacts. Meghann has a sample of a donation request letter.
- Mentorship: handout of purpose/procedures
 - Two types: Conference mentorship for new attendees & career mentorship for new media librarians.

Nominating – Steve Brantley for Mary Laskowski

- Election will be held for chair elect. Thanks to Justin Wadland and Barb Bergman for agreeing to run. Other offices are not up for election until next year.

Publications & Communications: Website – Justin Wadland

- Justin is happy to continue as webmaster, but would like a back-up (i.e. a second person with access to the site). Steve Brantley volunteered to help
- VRT listserv has not been working properly. Has been fixed.
- There is a problem with inability to see list membership and therefore see who’s missing. Moderator has no control to add members. There is an ALA web rep; perhaps we could get help from that person?
- ALA has surveyed needs/interests and will be simplifying the home page.
- We have found that the web development tools provided are too simplistic, but can work around within the template.
- Suggested to Justin that we add a more complete list of related AV groups; a bibliography of resources. Add images from our events. Add stills from Notable recipients.

Notable Videos for Adults – Marc Sober for Vicki Nesting

- Will be meeting and presenting the list by Sunday evening.
- Approx 40 nominations. Had to buy a few of the titles as distributors were unwilling to provide review copies.
- An Academic library rep will be needed for next year.
- Committee has created a blog for communication. They have drafted 25 word summaries in advance, to save time when Notable selections are made.
- The annotated list will be published in Booklist’s March issue. The press release of titles will be sent out immediately on Sunday so can be included in the end-of-conference announcements with other award winners.

Digital Video Discussion Group -- Meghann Matwichuk

- Has been extended to 1.5 hours. Meets today at 1:30.

8) Old Business

- a) Pre-Conference 2007 – Nell Chenault, Carleton Jackson, Marc Sober
 - Will be Friday, June 22, 2:00-6:00pm. Cost to VRT members is \$50
 - Draft schedule was distributed
 - Is in the Preliminary program being distributed at conference.
 - Lisbeth, Nell, and other have visited the site at American University in D.C. and talked to the presenting faculty.
 - Assuming a good number of registrations, we will have a reception afterwards
 - American U will tape program for a vodcast
 - Looking for a few additional speakers for our panel
- b) Gala 2007 – Carleton Jackson & Lisbeth Goldberg
 - Sunday, June 24, at the American Film Institute. Midwest Tape has donated the down payment of ½ rental cost (\$1600)
 - Discussed speaker possibilities of Bill Moyers; Slapstick Con; Florentine Films (women producers who work with Ken Burns). Lisbeth will check availability. [Bill Moyers was not available. Slapstick Con turned out to be a different week. Women from Florentine Films were scheduled.]
 - Agreed to keep pricing structure of \$25VRT/\$30non and \$30/35 at door [Due to additional sponsorship, gala will be free]
- c) By-Laws – Carleton Jackson
 - Last updated 1993.
 - Some corrections/updates need to be made to reflect current practices
 - Will plan to present for approval at Annual in June.

9) Liaison Reports – as available

BARC – Mary Konkel – new rep is Audra Caplan. (Audra stopped by later in meeting).

As a group, ALA organizations cannot support/endorse political candidates.

- 80% of ALA's funding is from dues; 40% of expenses is payroll
- A budget should be a flexible, living document; not written in stone
- Equipment needs at a conference: must be rented from the conference center. BARC is trying to get ALA to provide estimate of conference equipment costs before the conference. This is a major expense for most groups, but it is now taking until months after the conference to find out what the rental cost was.
- Treasurers for round tables will meet in D.C. to have a "best practices" discussion.

IFLA – George Abbott

- IFLA's AV guidelines are now available in 9 languages

- History & genealogy division is doing an oral history project – there is a call for papers
- Next IFLA conference is in South Africa, but 2008 will be in Quebec City.
- A Joint Technology Symposium (8 organizations) was held after ALA in Toronto. Report about preservation and technical issues is available at www.jts2007.org. Question was raised as to how VRT could become involved with this group.
- New IFLA-ALA AV rep being selected.
- IFLA is working on writing statements, such as advocating for national media depositories (like print, copyright depositories)

10) Program for Annual 2008 (Anaheim CA)

- Digital video seems like likely candidate. Other ideas suggested: preservation; media literacy; distance education; promoting use of collection (innovative ideas).
- Kris Brancolini is now in California, so can be called upon for program or gala planning.

11) Gala for Annual 2008

??

12) Other

- Survey: Michael Brewer presented drafts of 2 surveys. One will ask about media collections and the other about media librarians. Goal is to reach all library types. Goal is to send out on the appropriate listservs in March. Will hopefully have preliminary data at June meeting.
- Principles for Digitized Content – Claire Stewart
A draft will be available for review shortly. ALA is seeking feedback. Plan is to present for approval at June conference.

Mid-winter 2008 : Philadelphia

Annual 2008 : Anaheim, California