



**Minutes of the Board of the
Exhibits Round Table
February 11, 2018**

Members in Attendance:

Vendor members- Kelly Coyle-Crivelli (Chair), David Lysinger (Vice-Chair), Jay Askuvich (Treasurer), Jason Wells, Rachel Lehman, Stephanie Lund, Susan Rhoad
Librarian members - Alice Knapp - (Vice-Chair Librarian), George Abbott, Kelly McElroy

Members Absent:

Vendor Members- Gene Shimshock (Secretary), Kirk Whisler

ALA Staff and Guests in Attendance:

Paul Graller, ALA Conference Services
Andrew Pace, ERT Executive Board Liaison
Erica Bishaf, MarketWorks

The following documents were accepted by the Chair and entered into the minutes:

- ERT Financial Report, updated 1/29/18
- Exhibits Round Table Executive Board Terms in Office, updated 2/1/18
- ALA Midwinter Annual Future Dates, as of February 2018
- ERT Membership Report, as of January 31, 2018
- ALA Midwinter attendance numbers 2017 vs. 2018
- "Future of Midwinter" overview from Paul Graller
- Libraries Transform Year Two Report

Welcome/ Call to order @ 7:30 am

After introductions - Kelly calls meeting to order.

Kelly asks for a motion to approve the minutes from October 2017 Board Meeting

David Lysinger motions and Andrew Pace seconds - all are in favor.

Minutes are approved.

Andrew Pace – Executive Board Liaison

18 month constitutional shift underway- new strategic direction for ALA - more nimble structure. ALA Connect channel established for input to this conversation.

Fight for Federal funding is not over - Washington Office is busy advocating for funding and keeping membership informed. Up-to-date info at: <http://www.ala.org/advocacy/fund-libraries>

Extension of Mary's appointment - goal is for Board to appoint next Executive Director at Annual 2020 - Mary will stay on 6 months afterwards to mentor the new director.

Until spring Board meeting, search process is halted - 25% of membership must vote as to whether MLS/MLIS degree will be required for consideration as an Executive Director candidate. Afterwards becomes a simple majority.

Midwinter numbers "not great" - numbers available (handed out).

Midwinter - that might not be various committees, assets of association, balance of endowment and become more nimble and

Andrew reminds us that he is available for questions or concerns for the executive board.

Alice brings up an issue - Kelly and Alice were at new member meeting on Saturday and there was no representation from ALA. She feels that this is a priority for ALA to come to new member orientation.

Andrew - point taken.

40-50 people at new member orientation - Alice remarked that it seems that ALA has dropped out of this process from past participation. Smaller and smaller interaction.

Jason suggests invites to publisher dinners for new members as a way to welcome.

Andrew suggests more transparency of the process about how ERT and ALA work together.

Kelly asks for clarification on Mary's status and timeline.

Jay asks for clarification on the voting process - Andrew explains that if 25% of the membership does not vote, the MLS will no longer be required for the Executive Director position.

Jay Askovich - Treasurer's Report

Jay references the 2nd page of the treasurer report and explains the balance - 10K sent over to Hoy Scholarship.

Big expense is the October board meeting, Paul explains.

Jay then references the membership report - and explains the counting methodology - numbers have been consistent (handed out).

Jay asks about membership - have we researched whether or not ERT board members are ALA *and* ERT members? Paul explains that this has been addressed and confirmed.

Stephanie wonders how the payment works - conversation regarding logistics of renewal and payment. Jeffrey and Paul explain that a corporate membership will include a "primary contact".

Jeffrey Roth - Development & Libraries Transform Campaign

Update from Jeffrey - Year 2 report for Libraries Transform 2015 (handed out)

Campaign has been approved through 2020

8500 have signed up for campaign - all ALA members are eligible for downloads - good way for members to connect and share great success stories.

Toolkits for ideas and "because" statements from Library Champions. Creating toolkits for ideas that libraries can utilize.

Membership audit on the table - spring through Annual. All involved are pleased with the growth and impact of campaign. High hopes for even bigger growth.

Jeffrey will be at membership meeting Monday morning to explain campaign to potential ERT members.

Kelly Coyle-Crivelli - Hoy Committee & Silent Auction plans for Annual

Quick update on Silent Auction for Annual. We will probably not deviate from the bid on site format.

Nan says they are on track for Annual - Kelly is also working with DC Comics to have original art for Annual - library themed - we will know in next few weeks if this will happen.

Would like to start promoting online to raise more awareness and money for scholarship.

Paul reminds that too much collateral can backfire.

Jay asks about opening the bid online and Kelly is worried that the photo of quilt will not be great.

Paul reminds that we want excitement onsite - winner of auction should be present.

Jason suggests instead of officially on ala.org - use social media to promote. Kelly CC suggests maybe one quilt and one piece of art to be auctioned online.

Discussion of how many quilts is too many.

Presidential Candidate – Peter Hepburn

Did not attend meeting - possible confusion about date and time.

Programs at Annual - Alice Knapp & George Abbott

Alice states that no programs have been submitted yet. Alice relays that there was discussion at the new member roundtable and Rachel volunteered to be on review committee.

When we met in October, there was discussion about putting ERT programs on the show floor - but not cost effective to change completely. But, we could get one slot on each stage for an ERT sponsored session. Time will be crucial as all sessions open in a couple of weeks. Alice explains that it is not unusual that there are no submissions at this point.

Email blast a reminder to membership - also announce at Sunday morning membership meeting.

TLC is a great example of a good submission - Susan will send out example.

Kelly wants to know if we can give examples of topics that need to be covered in sessions to give vendors an idea of a submission that will be accepted.

Recruiting members to run for board - group discussion

Members are cycling off the board this year.

Alice knows a few librarians - some on new member round table - that may be interested.

Kelly, David, and Jay are at the end of their terms - Kelly not eligible for renewal.

George is at the end of his 1st term - eligible for 2nd term.

Need 3 exhibitors and 2 librarians

All interested parties send to Gene.

New Business -

Midwinter Research Project

Paul explains that Andrew misspoke about Midwinter and Paul is going to explain how midwinter numbers have been declining consistently. Midwinter brings in approx. 2m in gross

revenue - for every dollar “big” ALA takes about 27% (overhead) - ALA retains approx. 700k in overhead and overall midwinter is a break-even. If we cancel Midwinter the 2 to 2.5m in revenue would need to be generated elsewhere. Either we make Midwinter more productive and robust - or it will go away on its own. This is the reason that Paul has enlisted Marketworks to conduct research on best practices and interview vendors to get actual information. The numbers don't bear out that if Midwinter is canceled that vendors would spend more at annual. This research will give Paul the information to bring to Board showing trends (document showing Midwinter options handed out).

Jay asks if there is coordination between research and decision. Paul explains that he is not the decision maker and there will be a lengthy process for changing Midwinter (policies).

Erica introduces herself. Independent Market Researcher - best practices to see the true impact of Midwinter .

Passionate responses from vendors. What can we do to energize Midwinter? She will share ideas for change submitted- some are good and innovative.

The process has just begun - there have been no decisions made - information gathering and benchmarking for the time being. Paul knows that ALA must make this work for vendors or there will be not be any shows and explains that it is very unusual for associations to have two major events per year.

Paul explains that the committees are meeting online - Midwinter attendance determined by these meeting and with their decline, attendance declines.

All options are on the table and open for discussion.

Kelly CC states that if we keep Midwinter the message needs to be we are keeping it because we are making it better.

Kelly wants to know if the attendees and librarians have been interviewed. Paul and Erica explain that this will happen after vendors.

Part of this process is that Midwinter needs to have an identity. Too broad and too messy with trying to appease all.

2020 would be the earliest for a change to the schedule. Deposits have been made and things are in motion for the next two years. This makes the decision somewhat urgent.

Paul thinks there will be a lot of change in the next two years. Divisions being combined and/or eliminated. Too many groups, round tables, etc. ALA knows that they must tidy up for efficiency and cost.

Alice mentions all of the competing seminars, conferences, webinars, etc. Too much collateral.

Paul admits that Midwinter is not a good return for most attendees - ALA needs to clean itself up and streamline.

Kelly M praises the decision to look at this - librarians have become cynical about Midwinters's existence as a cash vehicle.

ALA must find other ways to generate income.

Kelly says that the messaging around Midwinter must change immediately. Both Kelly and Jason say their events are robust.

Exhibit Hall very quiet - not enough non-compete time.

Stephanie says event too long.

All ideas are on the table for improvement.

Paul encourages everyone to send ideas and information to him.

This is a big decision for ALA

At the very least - this will improve the next two years for Midwinter.

Conversation about increasing costs for Annual and/or footprint for vendors at Annual. There isn't enough time to pay attention to marketing and planning Annual with Midwinter in place.

Structural changes need to be made to increase ROI

David talks about RB not attending this year or Seattle - little to no ROI for them to attend.

Attendee list is awful - everyone is opting out.

Open Discussion

Talk about the quality of the badges - awful. Going back to better quality paper for Annual.

Jay moves to adjourn and David seconds - meeting adjourned.

Respectfully submitted by Susan Rhoad, Board member on February 20, 2018.