

**American Library Association  
Video Round Table  
Minutes  
January 19, 2002**

- I. **Call to order**—Gary Handman called the meeting to order at 9:35 a.m.
- II. **Additions to the Agenda**—Discussion on the Toronto program was added to the agenda.
- III. **Reading and approval of the minutes**—Tabled until Monday’s meeting to give all the opportunity to read them.
- IV. **Treasurer’s report**—Nell Chenault distributed her report to the group.
  - a. Current VRT balance is \$14,291.95.
    - i. Balance forwarded from last year--\$11,739.21
    - ii. Profits from the Gala--\$3,607.52
    - iii. Expenses during the past year have been down.
    - iv. Nell reports that this balance is not out of the ordinary
  - b. Time to plan budgeting for 2002/2003 fiscal year, including new expenses such as equipment for Notables and potential booth expenses for Annual conference.
  - c. Gala report
    - i. 137 tickets distributed—110 sold and 27 gratis
    - ii. 14 donors contributed \$4,350.
    - iii. Tom Fowler kept food costs down.
    - iv. The venue allowed for cost savings (tables, chairs, bartenders provided.)
  - d. T-shirts—all but six have been sold. The rest were distributed to vendors. New merchandising options will be discussed under new business.
  - e. All reports of expenses or revenues need to be reported to Nell, in addition to sending them to our ALA liaison.
  - f. All donations need to be reported to ALA’s Development Office.
  - g. Proposed budget
    - i. Nell went through the projected expenditures for next year
      1. New brochures need to be published
      2. Stationary can wait until next fiscal year.
      3. Additional expenses may result if t-shirts or other items are pursued.
    - ii. Nell is planning on investigating our membership figures and what they mean for budgeting purposes.
- V. **General Chair/Vice Chair Reports**—Mike Boedicker reported/had questions on a number of issues related to Gala fundraising.

- a. For those vendors who contribute to the gala—they may display promotional materials at the gala and they receive 1 gratis ticket for every \$250.00 they donate with a maximum of 4 complimentary tickets.
    - i. Placards for donor's booths and posters with donors' names displayed at the venue were encouraged
    - ii. Lisbeth Goldberg and Mike will work on putting together the publicity for donors.
  - b. Mike is planning to contact a number of equipment and furniture/facilities vendors to see if they have any interest in donating to the gala, since our program is focusing on Media Centers as facilities. Possible contacts included: Russ Bassett, Demco, MediaNet, RTI, Brodart, Gaylord and Highsmith. The goal is to try and raise approximately \$3,000 to defray gala expenses.
  - c. Monetary donations go to Nell, door prizes will go to our Atlanta volunteer. Nell will notify ALA of the monetary donations.
- VI. **Membership Report**—Mary Laskowski distributed figures for 2001.
- a. Membership was static throughout the year—250 members
  - b. The suggestion was made to increase the frequency of solicitation for new VRT members on Videolib.
- VII. **Nominating Committee**—The slate for our upcoming election: Vice Chair/Chair elect—Carleton Jackson; Treasurer—Nell Chenault; Secretary—Mary Laskowski. The floor was opened for nominations, but none were made.
- VIII. **Program 2002 Committee**—Mary Laskowski reported for the Program Planning Committee.
- a. The title is Media Centers for the 21<sup>st</sup> Century
  - b. The speakers are: Rick Provine; Fred Schlipf—Director, Urbana Free Library; Sidney Ward, Architect S/L/A/M Collaborative
  - c. Each speaker is scheduled for half and hour, leaving half and hour for question.
  - d. The suggestion was made to incorporate “digital” into the title and add “facilities”.
  - e. The suggestion was also made to contact the chair of LAMA/BES and ask for co-sponsorship.
  - f. The possibility of compiling a list of vendors to distribute during the program was also made, and putting this information together on a web site.
- IX. **Publications**—Lisbeth Goldberg began her report with a plea for more newsletter copy! She and Collette Ford cannot do it alone.
- a. Suggestions for articles included
    - i. Films for the Humanities/University of Maryland digital project.
    - ii. Vendor profiles (Gary will get a template from *The Independent*)

- iii. Digital rights and distribution
- iv. The National Media Market—the Best of the Market
- v. Web sites
- vi. Biographies of program speakers
- vii. Notable Videos
- viii. AMIA, CCUMC and related organization reports.
- b. Brochures are ready to be printed
- c. Buttons, t-shirts, CD/DVD openers and magnets were all suggested as possible merchandising items. The group agreed that t-shirts would not be produced this year. Gary will look into finding an image or logo for the other suggested items.
- d. VRT booth at ALA
  - i. While not part of the Publications Committee responsibilities, there was a discussion about VRT's presence in the exhibit hall at Annual.
  - ii. Some interest was voiced to approach NVR to renew their financial support of the Video Expo.
  - iii. If VRT were to choose to help underwrite such an undertaking, criteria for inclusion would have to be clearly articulated so we do not offend those who, as determined by these criteria, cannot participate.
  - iv. The decision was made to focus on 2003 to try and revitalize the Video Expo. Gary will check with the ALA office to see if we can get a booth in the small press aisle for the Atlanta conference.

- X. **Web Site**—Cecilia Hurt gave a report on the status of the VRT website.
  - a. Getting access to our web site through ALA was the greatest obstacle. Now Celia has direct ftp access to the ALA server, so she can immediately update our web site.
  - b. Content suggestions included: newsletters (PDF), current events/promotional events and links to the ALA conference site, minutes, resources (bibliographies, out of print video sources, etc.), VRT documents (by-laws, etc.), published guidelines, YALSA and other Notables lists.
  - c. Including the Notables on the site with links to distributor web sites and online clips was discussed. If permission is granted to digitize clips (that are not already available via a distributor's web site) Gary agreed to house the clips. Mark Sober will include a request for permission with the congratulatory letter he will send to the vendors of those titles selected for the list.
  - d. Submit information to Cecilia as a .txt file.
  - e. The suggestion was made to annotate the links on the home page so visitors know what kind of information to expect.

- XI. **Notable Videos for Adults**—Mark Sober gave the committee’s report.
- a. The committee still needs to start nominating titles earlier so members do not experience a viewing crunch at the end of the year.
  - b. Five new members are needed, and one of the continuing members should become chair (Rue Herbert is selected as Chair by acclimation).
  - c. Rue will take over recruiting new members through an announcement on Videolib and in the newsletter. Committee appointees must commit to attending midwinter and must understand that this is a great time commitment. Perhaps YALSA and PLA-AV would be good targets for potential committee members?
  - d. List publicity is also critical.
    - i. Contacting distributors such as Facets and publishers such as Bowkers with the list might provide some publicity.
    - ii. Becky agreed to contact ALA’s Press Office to get information about having an official ALA press release generated.
    - iii. Contacting media literacy associations was also suggested.

The meeting was adjourned at 12:35 p.m.

Respectfully submitted by Becky Albitz, acting Secretary