

## **Video Round Table Membership and Executive Board Meeting**

### **ALA Mid-Winter Meeting: Philadelphia**

**Saturday, January 12, 2008, 8:00 am - 12:30 pm**

Location: Hilton, Salon C/D

I. Call to Order – Steve Brantley, chair

II. Introductions

III. Additions to Meeting Agenda

IV. Minutes from the Annual meeting, Reading & Approval – Barb Bergman

V. Treasurer's Report – Mary Konkel

- Account balance as of November 2007: \$10,054.74.
- Projected balance: \$10,000
- It is believed that there were no equipment expenses from Annual in Washington DC, but no confirmation received. We have sometimes not been billed until six months later.
- Final 2007 Gala total was \$920 loss. Tickets were not selling, so we made a last minute change to a free event.
- See attached for detailed information.

VI. ALA Membership Director John Chrastka

- We shared our concerns (see Membership) with John.
- Membership pavilion will have different structure in Anaheim. Will be set up more auditorium style with seating and AV equipment for groups to do 15 minute "101" sessions for their division or round table. Will be set up more by library type and what librarians do, so VRT should get multiple mentions in literature. We will have a good-sized screen to show some of the Notable Videos. We will still want some space for handouts; selling gala tickets. Would it be possible for video vendors having the opportunity to show their films (esp. Notables) in a DVD pavilion?
- John said there are plans for a marketing study to determine who ALA members are; who are potential VRT members, etc.

VII. Reports from Standing Committees:

A. Membership – Steve Brantley (acting)

1. New members committee: Joe Clark, Catherine Michael, Johan Oberg
2. Mentoring report: Maureen Tripp. Want to continue with idea of conference mentoring and having a list of VRT mentors on the website.

- Ongoing problem that not all VRT members are subscribed to the official VRT listserv ([VRT@ala.org](mailto:VRT@ala.org)). We have no way of knowing if new members have been added at all. Steve has gotten moderators access for the listserv, so at least we will have some control. At least half of attendees at the meeting indicated that they are not receiving emails from this list.
- Ongoing problem that we can't get a current list of paid VRT members – unless we pay for it. Mary Konkel will ask Charles Kratz about getting the membership list. This is something we should receive at least once per year, at no charge.

- Is it possible to have a VRT membership directory on the website? Password protected – so it membership benefit; and as a spam preventative.
- Is it feasible to have a student membership rate for VRT? (cheap or free)
- We need new VRT merchandise. Ideas of buttons, t-shirts, posters were mentioned. We were reminded that if we want to sell items with official ALA logo, we must get approval. But giveaways are okay.

#### B. Nominating – Lisbeth Goldberg

Volunteers being sought to run for chair-elect, treasurer, secretary.

#### C. Publications & Communications: Website – Justin Wadland

- Noted that new name is “Communications Committee” and encompasses all publications including the website.
- How do we improve communications to members?
- Who is creating the “media map” of conference programs of potential interest to VRT members? Do we want to continue doing?
- Desperately need that up-to-date members list.
- Use a wiki to post VRT documents such as agendas, minutes? Post drafts prior to conferences. Do better about getting pre-conference info posted as well as post-conference reports.
- Justin will become chair next year, so someone else will need to fill VRT webmaster position. Eric Pasteur has volunteered. Sebastian and Pauline will assist on committee.
- ALA is switching to content managed called Collage. Should enable us to do a little more web 2.0 – such as all around VRT wiki, not just for conference info.
- Continuity: Steve will work on creating a chart with timeline for when things need to happen (book meeting rooms, budget due) as a supplement to the ALA Round Table Handbook

#### D. Notable Videos for Adults – Vicki Nesting

- 52 nominations from 31 different distributors.
- Working on doing a “10 years of Notable videos” for *Choice*.
- Meghann Matwichuk is chairing next year.
- Thanks to Midwest Tape for providing routing copies of the mainstream titles. Many vendors allowed us to keep the routing copies – we gave them away as door prizes at the Gala.
- New members are needed. It is a 2-year term and attendance at Mid-winter is mandatory.
- Trying to encourage more nominations from non-VRT members.
- Press release of titles is sent to ALA for distribution. *Booklist* has exclusive on annotated list. (*Video Librarian* creates their own annotations.)

#### E. Digital Video Discussion Group -- Meghann Matwichuk

- 1:30-3:30 this afternoon. Unfortunately, the ACRL media discussion group is meeting at the same time Will attempt to avoid this conflict in the future
- Meghann asked for a volunteer to be the organizer next year

## F. Bylaws – Carleton Jackson

- Need to make numerous updates, but most are housekeeping (change bylaws to reflect actual practice).
- Proposed adding “and other audio-visual formats” to the mission statement, so would say something to effect of the Video Round Table’s purpose is to promote the use of video and other audio-visual formats in Libraries...
- Noted that corporate members are not ALA members and therefore non-voting.

## VIII. Old Business:

### A. Program for Annual 2008 (Anaheim CA) - Claire Stewart

Ding-dong the V(HS)itch is Dead: or is it? -- panel will be asked to address both the old and the new, i.e. maintaining existing collections and also looking at new formats.

### B. Gala for Annual 2008 -- Rhonda Rosen

Discussed ideas for possible venues and/or speakers.

## IX. New Business:

### A. WETA / ALA Partnership: Karen Kenton National Programming Executive for WETA.

WETA who did *Through Deaf Eyes* is now working on *Becoming Helen Keller*, and would like to forge a formal partnership between the producers, WETA and the American Library Association to develop materials specifically for library use and reach more local audiences. PBS and American Masters may co-produce. Karen and the producer shared prospectus. Plan is that film will air in 2010. We indicated interest in providing input.

### B. IFLA Audiovisual Media Section: Howard Besser - committee is working on an international guidelines for audio-video materials.

### C. Copyright and Fair Use for Media Librarians – Claire Stewart, Judith Thomas

An open meeting is scheduled for Saturday from 4-6 for an ad hoc group of media librarians formed to create a document about Copyright fair use. ACRL copyright discussion also scheduled for this same time.

## X. Liaison Reports as available

- BARC – rep Charles Kratz. We brought up ongoing problem of getting timely financial reports. ALA knows that all the committees are meeting now in January, but November data is most current available. We’re not positive whether all expenses from June have been billed and paid. Problem with equipment rental at conference – we need an estimated cost prior to the conference; currently we guess and get surprised by the high cost – often not reported until months after the conference.
- Outside ALA:
- National Media Market (Carleton Jackson)
- Consortium of College and University Media Centers (Jane Hutchinson?, Carleton Jackson)
- PLA – Adele Bellinger
  - AV group is hosting a preconference about audiobooks at PLA conference in March, so is not presenting a program at Annual.

## Announcements

- Members of the **Video Round Table** will be *gathering for dinner* at the 2008 Midwinter Conference in Philadelphia. We have reservations at Rangoon Burmese Restaurant for **Sunday at 7:00 pm.**
- National Media Market is at the end of September. VRT members receive ½ price registration.
- CCUMC conference is 1<sup>st</sup> week of October.

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**Treasurer's Report**  
**Video Round Table**  
**ALA Midwinter, Philadelphia**  
**January 2008**



**1. REPORT (attached)**

ALA Performance Report November 2007 (most recent available)

**2. VRT ACCOUNT STATUS**

November 2007 Balance:           \$ 10,054.74

Projected Balance:               \$10,000

NOTE: I have no information about any conference equipment rental expenses this past year. As I understand, exhibiting in DVD Pavilion is free and our booth equipment (for showing Notables) was promised to be waived as we had some technical difficulties.

**Activity: DONATIONS** (Gala): Ingram (\$500), Baker & Taylor (\$500), Arlington PL (\$1,500), Bullfrog (\$250), National Media Market (\$250), Video Librarian (\$250), Films Media Group (\$500); **EXPENSES:** Gala: Balance of Theater Rental (\$1,600), Lebanese Taverna (\$2,510), Ticket Supplies (\$45.98), Honoraria (\$500); Preconference: Bon Appetit (\$827.75), Signage/Misc. Speaker (\$299.38)

**3. TREASURY HISTORY HIGHLIGHTS**

	San Diego Orlando 2004	Boston Chicago 2005	San Antonio New Orleans 2006	Seattle Washington D.C. 2007
<b>REVENUES</b>				
Membership Dues	\$ 3,945.31	\$ 3,949.99	\$ 3,975.30	\$ 4,235.28
Donations	0.00	1,750.00	0.00	5,350.00
Tickets	770.71	1,970.00	no Gala	no charge Gala
Conference Equipment	2,711.83	6,184.66	2,323.46	DVD Pavilion \$0

**EXPENSES**

ALA overhead	\$ 395.00	\$ 396.00	\$ 398.00	\$ 413.00
Facility rental	0.00	4,000.00	no Gala	3,200.00
Meals	375.00	2,172.78	0.00	3,337.75
Speaker honoraria	500.00	500.00	0.00	664.38
Printing/Mail/Supplies	498.84	778.21	0.00	302.62

**4. TREASURY ISSUES**

- No real source of revenue other than memberships
- Conference equipment rental remains a major cost issue for treasury; use of laptops for Notables and booth have saved significant expenses; as did exhibiting in DVD Pavilion
- Our events generally operate at a break-even rather than revenue-generating
- Dues increase (\$5) went into effect FY08; now \$20 ALA members; \$30 non-members
- Vendor donations critical and essential to Gala financial success
- Going electronic with publications has greatly assisted treasury
- Library/Institution printing donations for membership brochures and flyers have had a positive effect on printing expenses

## **5. GALA EXPENSE HISTORY**

2001 San Francisco Ferry Ride	+ \$ 3,607.52
2002 Atlanta Fox Theatre	- (\$ 2,779.69)
2003 Toronto NFB Mediatheque	+ \$ 3,010.03
2004 Orlando (Willful Infringement)	- (\$ 2,652.39)
2005 Chicago Gene Siskel (Urban Poet)	- (\$ 3,110.22)
2006 New Orleans (No Gala)	
2007 Washington D.C. (The War)	-( \$ 920.49)

## **6. Gala 2007 Washington, D.C.**

### *REVENUE*

Bar Ticket Sales	\$ 446.00
Donations	\$ 5,350.00
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TOTAL	\$ 5,796.00

### *EXPENSES*

Theater Rental	\$ 3,200.00
Food	2,510.00
Bar/Gratuities	460.51
Honoraria	500.00
Ticket Supplies	45.98
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TOTAL	\$ 6,716.49

## **7. Preconference 2007 Washington, D.C., American University**

Registration Revenue	\$ 3,650.00	*ticketed by ALA; approx. 60 attendees
Reception/Misc. Expenses	- 1,127.13	
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TOTAL	\$ 2,522.87	

## **8. Accounting Reminder**

Please alert the VRT Treasurer (preferable to submit directly to VRT Treasurer) of any expenses or revenue sent to our ALA liaison, Danielle Alderson. This includes routine expenses such as postage, mailing lists, supplies, photocopying, conference booth/equipment rental, etc. All requests for contracts and deposits must go through the ALA Office c/o Danielle. We are not permitted to sign contracts without going through ALA Legal Dept. Contact me by Email, fax or phone. I also have donor forms if anyone gets leads as well as a list of previous donor contacts

Respectfully submitted,

Mary S. Konkel, VRT Treasurer  
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