

YALSA Board of Directors
Midwinter Meeting, Seattle
January 25 – 29, 2019

Topic: Selection of 2020 Symposium Site

Background: Over the past several months YALSA staff have been exploring options for a location for YALSA’s 2020 YA Services Symposium. The Symposium helps YALSA work towards its goal of Leading the Transformation of Teen Services. This is also a revenue source which YALSA uses to fund member services, as well as a popular event with teen services staff. The goal is to obtain approval for the date and location of the 2020 symposium now to be able to negotiate the best rates with the hotel. Identifying the date and location over a year in advance will also ensure adequate time to plan and promote the event. Nichole O’Connor has submitted the proposal below for the Board’s consideration.

Action Required: Action

PROPOSAL: Confirm Reno, NV as the site for the 2020 YA Services Symposium.

DATES TO AVOID

Holidays:

Oct 14 Columbus Day
Nov 3 Election Day
Nov 11 Veterans Day
Nov 26 Thanksgiving Day
Dec 10 first day of Hanukkah

2020 Events:

- 2019 ALA Annual Conference in Chicago June 25-30
- National Book Festival in DC, Sept. (they won’t know the exact date until 12 months in advance)
- ALSC Institute in Minneapolis October 1-3
- ALA/Division Fall Executive Committee Meetings in Chicago Oct.
- ALAN Workshop the week before Thanksgiving
- Regional Book events (see www.loc.gov/loc/cfbook/bookfair.html)

State & Regional Library Assoc. conferences (see:
<http://www.ala.org/ala/conferencesevents/afficalendar/index.cfm>)

2021 Events:

- 2021 ALA Midwinter Meeting in Indianapolis: January 22-26, 2021
- PLA National Conference will be in Portland in 2022.

RECOMMENDED DATE: (please note: hotel rates typically drop at the end of Oct.)

- November 4-7 (first choice)
- Second choice not available so we do not conflict with California Library Association

FORMER SYMPOSIUM LOCATIONS

2019: Memphis, TN

2018: Salt Lake City, UT

2017: Louisville, KY

2016: Pittsburgh, PA

2015: Portland, OR

2014: Austin, TX

2012: St. Louis, MO

2010: Albuquerque, NM

2008: Nashville, TN

POTENTIAL 2020 LOCATIONS:

Criteria:

- size and proximity of airport to downtown
- transportation options w/in the city
- size of area drive-in population
- hotel rates and availability
- lack of other library events in area at the time of Symposium
- not an area where YALSA has recently hosted a Symposium, Institute or other event
- not in a part of the country where ALA has recently hosted a major event
- prior success of other ALA functions in city
- potential draw as tourist destination
- 2nd tier city to ensure lower rates for attendees

Areas of focus for 2020:

We survey attendees and their top considerations for attending are content/speakers and the location city (above price of registration and hotel). Then, when asked what cities they would like to see host they Symposium, every city listed receives votes. In order to receive the best rates, proposals were given to a variety of cities. Many cities already were booked up, so their information is not included here.

- Nashville, TN (the 2020 Symposium will be YALSA's 10th Symposium, so Nashville was included since that is where the first event was held)
- Reno, NV
- Kansas City, MO
- Ontario, CA

- Boise, Idaho

State Conferences

- Tennessee Library Association is usually in April
- Nevada Library Association Conference, mid-October
- Missouri Library Association conference, mid-October
- California Library Association, November 13-15
- Kentucky Library Association conference, mid-October

The results from the request of proposals indicated high rates from most of the cities that were available:

- Nashville was eliminated because they average hotel rate was over \$200 a night
- Kansas City only had one hotel with availability and the rate was \$179.
- Ontario, CA did not have any hotels available with meeting space over the preferred dates.
- Boise had rates of \$159, but the hotels do not have enough meeting space, so we would also have to rent out the Convention Center for \$5500.
- Reno had multiple hotels available, rates are under \$70 for Thursday and Sunday and about \$125 for Friday and Saturday.

Based on the above information, YALSA chose to focus on Reno.

Summary of Reno & the site visit

- SuperShuttle and cabs are also available.
- There are 25 restaurants, 22 bars/lounges and 11 nightspots, plus over 40 bars/restaurants in the downtown Reno area.
- There are rooms available in a non-smoking-non-gaming tower of Circus, Circus for attendees.
- The meeting space is in an area that is 100% non-smoking and non-gaming.
- The hotel offers complimentary signage to direct attendees (including large arrows on the floor)
- The hotel offers a complimentary airport shuttle that runs every 10-15 minutes, Uber and Lyft cost \$5-10, and a Cab ranges from \$10-15.
- YALSA's preferred date is available.
- Now that YALSA offers the Symposium every year, attendees increasingly must pay their own way. These low hotel rates will ease the financial burden for attendees.

Staff Recommendation

Based on the site visit, the three hotels in The Row (El Dorado, Silver Legacy, and Circus, Circus) Center from Nov. 4 - 6 is the best fit for the Symposium. There is adequate meeting space if there is a need to grow. The hotels itself recently underwent room renovations and has restaurants and shopping within the hotels as well as within walking distance. There are a variety of transportation options from the airport and the Reno Downtown area has recently seen a lot of growth and development.

In addition to the hotel and accommodations:

- the California Library Association has moved the dates of their conference to accommodate the Symposium.
- Reno is very close to the California border, which is in YALSA's top ten list of states with the most members
- The Symposium has its best attendance in the West.

Proposed Board Action

The YALSA board moves to approve Reno as the site for the 2020 symposium and direct the Executive Director to work with staff to execute the necessary contracts with the hotel.

Additional Information

- ALA Calendar of Events: <http://www.ala.org/conferencesevents/calendarofevents>
- Reno Convention & Visitors Information: <https://www.visitrenotahoe.com/>