



Minutes of the Meeting of the Exhibits Round Table Executive Board June 23, 2019

A meeting of the Exhibits Round Table Executive Board was convened at the ALA Annual Conference being held in Washington DC on Sunday, June 23, 2019:

Board Members in Attendance

In attendance were the following members of the Board:

Vendor Members: E. Chmilowski, Ingram Content Group; D. Lysinger (Chair) Recorded Books; R. Lehmann (Treasurer) Demco; S. Lund, Ingram Content Group; S. Rhoad (Vendor Vice-Chair) TLC; E. Shimshock (Secretary) Patron Point; K. Waldron, EBSCO; J. Wells, APA Books/Magination Press; K. Whisler, Latino Literacy Now.

Librarian Members: A. Knapp (Librarian Vice-Chair), The Ferguson Library, CT; R. Clukey, Delaware County District Libraries, OH.

ALA Staff and Liaisons

Also in attendance were the following ALA staff and guests:

T. Coleman, P. Graller, E. Jones, A. Manly, A. Pace (ALA Executive Board Liaison), L. Swader, M. Walling.

Call to Order

The meeting was called to order by the Chair at 7:16 and a quorum was declared.

The minutes of the 2019 ALA Midwinter Board and Membership meetings were previously approved and have been posted to the ALA website.

Introductions were passed.

Report from the Executive Board (A. Pace)

- ALA has embarked on a 3 year investment budgets. They are anticipating a FY19 budget deficit of \$3.6 million...\$2.4 million is a planned deficit as part of the strategic investments in advocacy, development, and information technology. These planned initiatives are on track. \$1.2 million is an operational deficit caused by higher Midwinter AV costs, lower division overhead contributions, and lower publishing revenue.
- Authorized the sale of the Headquarters building. ALA is converting its office real estate asset to an endowment asset. They have selected a building in downtown Chicago, convenient to public transportation for both staff and visiting members. If the deal currently on the table is completed, ALA could potentially be looking at a move by mid-January 2020.
- Organizational Effectiveness...feedback and virtual meeting underway through July.
- There is an initiative at Council to eliminate itself. By statute, this cannot be voted on until the spring of 2021.

- The initiative to ban the CIA did not pass the ALA Membership Meeting...although the Board may still take up the issue.
- The ALA Executive Board plans to name a new executive director after its fall board meeting in October 2019. The new executive director is expected to be on board in January and will officially assume leadership at the end of the ALA Midwinter Meeting in Philadelphia (January 2020). Current ALA Executive Director Mary Ghikas will support the orientation and transition process through the 2020 Annual Conference in Chicago.

Ms. Knapp acknowledged the fine work of Mr. Pace in his performance Executive Board Liaison to the ERT. This met with heartfelt acknowledgement from the remaining members of the Board.

Treasurer's Report (R. Lehmann)

Dues membership revenues of \$3,525 as of April 2019 was a significant shortfall against a budget of \$6,333. Net balance in the ERT operating account was reported to be \$15,306 compared to \$18,422 the previous year. Membership declined from 2018 level of 433 to 375 for 2019. Ms. Lehmann submitted the Financial Report and Membership Report for consideration of the Chair. The Chair enjoined the Secretary to attach both reports to these Minutes as Attachments A and B respectively.

Hoy Scholarship/Quilt Auction (E. Chmilowski)

Ms. Chmilowski reported that 15 Quilts were being auctioned off this year and that the Auction had a great location at the entrance to the Convention Center. Total bids were estimated to be \$6,000. Mr. Graller reported that last year the Auction contributed \$5,907 to the Hoy Scholarship.

The Chair requested that Conference Services report the final results at the Membership Meeting on Monday. Last year \$5907

Library Relations (A. Knapp)

Ms. Knapp reported that the New Members Round Table (NMRT) orientation was standing room only and that she had the opportunity to talk about the ERT and its unique role in ALA. She further reported that the NMRT tour, held Saturday morning was very successful. Approximately 30 participated in the tour. Ms. Knapp thanked Ms. Lund and Ingram for inviting the tour to join them for an "in the booth" breakfast.

The Chair thanked Ms. Knapp and acknowledged that she would be "terminating out" of her Board membership. There was a broad affirmation of the Chair's sentiments from the Board.

Membership (J. Wells)

The Board expressed general concern about the decline of membership over the past year and a lively discussion ensued among the Board, Mr. Wells, and the ALA staff. Issues raised included:

- Lack of awareness regarding the ERT among exhibitors and ALA membership. Contributing to this issue was the increasing level of turnover among vendor organizations creating a knowledge gap;
- Seeking promotional opportunities. Other Round Tables have a welcome letter that promotes benefits of joining;
- Confusion regarding organization and personal membership;
- Confusion regarding invoicing contact, etc;
- Identifying a tangible value proposition for joining the ERT;
- A more cohesive plan on identifying high potential member candidates from the approximately 60 first time exhibitors.

It was generally agreed that a focused effort to recruit new membership was needed. The Chair proposed that this be an agenda item for the Board monthly working calls and requested that Mr. Wells, with assistance from ALA Membership and Conference Services review the issues and prepare a plan of action with the goal of increasing ERT membership and involvement.

Programs Committee (A. Knapp)

Ms. Knapp reported that this was the smoothest selection of programs since she has been involved in the committee. She also reported that turnout for the three sessions was solid.

Mr. Shimshock posed the question that when exhibitors can schedule sessions on the Conference calendar without ERT sponsorship, was it worth their effort to prepare a program suitable to meet ERT guidelines. Are ERT programs a real benefit of ERT membership?

Both Ms. Knapp and the Chair agreed that this issue should be included in the broader membership recruitment planning.

Nominating Committee (E. Shimshock)

Mr. Shimshock reported that ballots were distributed and that votes were received in advance of the Conference. He reviewed the fact that Ms Lehmann, Ms. Lund, and Ms. Rhoad are all up for election this year with Ms Lehmann and Rhoad eligible for their first full term and Ms. Lund eligible for her second full term. He also reported that, with Ms. Knapp's completion of her second full term, she is not eligible for re-election and that Susan LaPerla from the Ferguson Library, Stamford, CT was nominated as her replacement. Mr. Shimshock reminded the Board that voting was underway and that the results of the election would be announced at the end of the Membership Meeting scheduled for Monday, June 24.

Website Update (S. Rhoad)

Ms. Rhoad reported that all of the suggested website updates have been made. The Chair thanked Ms. Rhoad and Conference Services for their work on completing this work in a timely manner.

ALA Development (A. Manley)

The Chair acknowledged Ms. Manly and a general discussion was held concerning the relationship between ALA and Corporate Partners. Ms. Manly reported that there was work

underway to better understand the different interactions at different levels of both the ALA and vendor organizations and understanding the difference between corporate and personal membership. She further mentioned that she had formed a working group and invited a board member participate. Ms. Rhoad volunteered to be the ERT Liaison.

Conference Planning (E. Jones, P. Graller)

Future Conference Schedule

- Ms. Jones submitted the ALA Conference Futures Dates report to the Board. The Chair accepted the report and tasked Mr. Shimshock with attaching the report as Attachment C of these Minutes.
- Ms. Jones reported that Denver would, subject to final ALA Executive Board approval, be removed as host the 2024 Midwinter Meeting and would now host the Annual Conference in 2028.

Future of Midwinter

- Ms Jones reported that planning continues on the new Midwinter event.
- Major themes are being considered include Leadership Development, Publishing and Awards, and Readers Advisory;
- The new event would be focused on professional development and networking, with a provision for meetings of key governance groups only with most working committee activity transitioning to virtual meeting.
- A “soft launch” in 2021 (Indianapolis) Program styles and topics will be tested. No changes for Exhibits. Meetings will change. Council and Committees, Executive Board, Award Juries will still happen. Event would not be called Midwinter anymore.
- Transition will be complete in 2022 (San Antonio)...Focus on education/networking - Emerging Leaders, Leadership Development, Publishing and Awards. “I Love My Librarian” Award. Considering programs/topics from publishing community. Different exhibit hours/program will be scheduled for 2022.

Annual Conference Registration and Planning

- Mr. Graller reported that, as of Saturday, registration was up 8% over last year’s conference:

Attendees:	14,334
Exhibitors:	<u>6,713</u>
Total	21,047

- Mr. Graller reported on new “on the floor” promotions including “Live from the 25” and Sound Garden, Diversity in Publishing Pavilion, Author Autographing.

New Business

- Mr. Graller reported on the protests at the CIA booth.
- Mr. Graller also reported that Exhibitor Live has provided three complimentary 2020 registration and that the Board should consider how it might want to distribute to Membership.

- A call was made for an ERT representative on the Conference Committee.
Ms. Chmilowski volunteered for the position.

With no further business coming before the Board, a motion to adjourn was made, seconded and approved by voice vote.

The meeting was adjourned at 8:49.

Respectfully submitted, August 2, 2019

By

Eugene Shimshock
Secretary