

**Minutes of the Meeting of the
Exhibits Round Table Executive Board
October 29, 2018**

The meeting was called to order by the Chair, David Lysinger at 8:30am. Introductions were made. In attendance were: vendor members Elenita Chimilowski, David Lysinger (Chair), Stephanie Lund, Rachel Lehmann (Treasurer), Susan Rhoad (Vendor Vice-Chair), Gene Shimshock (Secretary), Kate Waldron, and Jason Wells; and librarian members Rachael Clukey, Alice Knapp (Librarian Vice-Chair), and Kelly McElroy.

Absent from the meeting was vendor member, Kirk Whisler.

ALA Staff and Guests in attendance included Paul Graller, ALA Conference Services

A quorum was declared.

The Chair reviewed the agenda and no further items were added.

Entered into the minutes were the following exhibits:

Exhibit A: ALA Annual Midwinter Future Dates

Exhibit B: ERT Financial Report, Final Close FY18

Exhibit C: ERT Membership Report as of June, 2018

Exhibit D: Final Registration Report Annual Conference 2016-18

Exhibit E: Board Terms Report (as of October 2018)

Exhibit F: Midwinter Stats Overview 2013-2018

Exhibit G: Letter from Samantha Hyde to David Lysinger, August 7, 2018

Mr. Shimshock submitted the Minutes of the following meetings to the board for consideration and comment:

- Board Meeting - 6/24/18
- Membership Meeting - 6/25/18
- Board Meeting - 6/25/18

A motion was made, seconded and approved to accept the Minutes without discussion. The Chair directed Conference Services to post the Minutes to the ERT section of the website.

Officer and Committee Reports

Finance Report: R. Lehmann, Treasurer/P. Graller, Conference Services

Mr. Graller reported on the ERT financials at end of fiscal year 2018 (Exhibit B). Budget is \$9,500 for dues, actual was \$6,500. Expenses included ordinary items such as support for librarian travel and meeting expenses. Net asset balance is \$14,894.

A discussion of the Hoy Scholarship funding ensued. Mr. Graller reported that the endowment is close to self-sustaining...with \$108K. The endowment trustees determine amounts for scholarship using a 20 month rolling average. This year's silent auction brought in approximately \$7,000.

Ms. Chimilowski inquired about the level of effort for the Silent Auction and whether or not it generates goodwill. The consensus of comments was that the event is viewed positively by the attendees and is well worth the efforts involved.

Board Terms/Committee Assignments (E. Shimshock)

Mr. Shimshock reviewed the Board Terms report (Exhibit E) and the Board confirmed assignments and Gaps in Committee Assignment. The following additions/changes were made to the report:

- Corrected the spelling of Rachel Lehmann
- Librarian Relations Committee Chair: A. Knapp
- Programs Committee Co-chairs: K. McElroy/A. Knapp
- New Members Round Table Liaison: K. McElroy
- Conference Committee: E. Chimilowski
- Scholarship Committee: E. Chimilowski/R. Clukey

An updated Board Terms report is attached to these Minutes as Exhibit E

Programs Committee (Knapp/McElroy)

Ms. Knapp reported that this year's process went very smoothly. Programs went well. Ms. McElroy then discussed her plans to survey ERT members on the types of programs they might like to see and/or develop with vendor. This idea was met with broad approval.

The Chair designated McElroy and Knapp to work with ALA Conference Services to develop the survey and possibly extend the survey to the broader ALA membership. Another suggestion was to consider using ALA Connect as a addition channel for communications with the membership.

Membership Committee (Wells)

Mr. Wells reported that a key focus for his committee was to consider ways to aggressively recruit new members as well as committee and board participants. One key element was conduct a review of current ERT marketing materials and messaging with a focus on updating the membership brochure and possibly separating it from the Silent Auction event.

Mr. Graller distributed the Membership Report (Exhibit C) noting that 60 members had dropped their ERT membership over the past year and reported that ALA staff member, Danielle Alderson, had been promoted to Round Table Liaison and that she could be available to help investigate this reduction. Mr. Graller also mentioned that he felt that there was a need for a standard welcome email and a game plan to solicit feedback as to why an ALA member drops their membership. He further reported that ALA is looking at membership structures and that this might be a good time to investigate the dynamics of why members join/drop their ERT membership.

The Chair enjoined Mr. Graller to produce a membership list to review with the Membership Committee, create a standard welcome letter, and a departing member survey. Mr. Graller

reported that basic corporate membership is \$500. ERT membership is \$15 in addition to ALA membership. He further reported that there is no Director of Membership at this point.

Mr. Graller circulated a current version of the ERT Membership brochure. The Chair asked that all the Board review the brochure and come up with suggestions on how to improve the brochure for Membership Committee consideration. He suggest that this discussion would be on the agenda of the next working call.

The Chairs tasked Mr. Wells with updating the brochure and preparing copy and working with the ALA Conference Services on a brochure base on feedback from the Board.

Library Relations (Knapp)

Ms. Knapp and Ms. McElroy reported on their activities representing the ERT at the New Members Round Table. This year's Exhibit Floor tour was a resounding hit and it was generally agreed that we would try to conduct similar activities at both 2019 Midwinter and Annual Events. There was some concern noted with regard to the scheduling of a tour for Midwinter, but it was generally agreed something could be worked out. The NMRT contact is Kathryn New (kathryn.new@gmail.com),

A lively discussion ensued and several suggestions were made on how to make improve and better promote the tour including:

- Better coordination with exhibitor events including book signings and breakfasts
- More purposeful exposure across exhibitor type such as large publisher, small publisher, furniture, technology vendors to give "tourists" a sense of the different types of companies involved.
- Cognotes article on free tour
- Cognotes acknowledgement of new ERT members.
- ERT member indicator in the interactive exhibits map
- Creating an "ERT tour" badge
- Creating an "ERT tour" flag
- Use the activity to promote ERT membership
- Possibly cross-promote ERT recruitment with corporate scholarships

Hoy Scholarship Update/Quilt Auction (Coyle-Crivelli)

Mr. Graller reported that the Silent Auction results were about \$7K and Ms. Coyle-Crivelli's efforts were met with broad approval by the Board.

Nominating Committee (Shimshock)

Mr. Shimshock reported that he would be conducting the 2019 elections in a different manner. Rather than having an multi-candidate election, he would work with the Board and Conference Service to develop a slate that would be voted on as a group rather than individuals. This would allow for more opportunity to craft the board compositions to that there is representation across the various exhibitor types.. There was general agreement by the board for Shimshock to work with Conference Services to conduct the new process. Mr. Shimshock stated that the first step would be to determine who of the members

Old Business

Website Review

The Chair opened discussion on the current ERT section of the ALA website. A lively discussion ensued with the general consensus that the website as well as the current marketing materials are in need of updating.

The Chair designated a working group chaired by Ms. Rhoad and included Ms. Lund, Chimilowski, and Lehmann with the goal of reviewing the mission statement/tagline and collaborate Mr. Wells in the development of a new ERT brochure by the next working call. Mr. Graller offered the graphic design assistance of Conference Services to help with the brochure.

ExhibitorLive Registration Certificate distribution.

Mr. Graller review with the Board that, based on an agreement in place, Conference Services has received three complimentary ExhibitorLive registrations and a special discount code that is good through January 2019 (with the ExhibitorLive show occurring in February/March). The Board discussed various ways that ERT these complimentary registrations might be made available to the membership in an equitable manner.

Motion was made, seconded and passed to open the opportunity to the general ERT membership. The Chair tasked Mr. Shimshock with drafting email to announce the offer where the registration would be raffled off early December. It was generally agreed that the deadline for those interested would need to be before Thanksgiving.

Future of the Midwinter Meeting

Mr. Graller distributed three reports submitted to the Board: Conference Future Dates, Annual Conference Final Registration Reports (2016-2018) and Midwinter Stats Overview 2013-2018, Exhibits A, D and G respectively) and reviewed how Midwinter was always considered a governance meeting of the Association. Over the past five years, exhibit space has been cut back and Midwinter's financial performance has summarily declined. At the same time, publishers like to have an event to announce spring titles. Finally, results of a recent membership survey has found Midwinter to contribute a "negative" perception of ALA.

He further reported that the Conference Committee had indicated that the 2020 in Philadelphia will be the last Midwinter as it exists today and there is consideration to producing an meeting that is education focused as a replacement.

Further, Mr. Graller reported that this topic that is under active discussion across multiple ALA committees, the ALA Executive Board, and Council and he committed to keeping the ERT Board apprised of any developments as the occur.

San Antonio Cancellation

Mr. Graller announced that he has been informed that the ALA desires to cancel its scheduled 2022 Midwinter Meeting in San Antonio and will consider alternative locations immediately. One suggestion, to consider San Diego as an alternative, was met with broad based approval by the ERT Board.

Update on ALA Executive Director Search

Mr. Graller reported that ALA is planning to re-open the search in the Spring for 2019 with the goal of having the new ED in place by Midwinter 2020.

Update on Director of Conference Services Operations Search

Mr. Graller reported that the search for a Director of Conference Services Operations has been closed and final candidates will be reviewed in November with the position filled by December, 2018. Mr. Graller further reported that once the position is filled, he will reorient his focus to be exclusively exhibits.

Ms. Knapp observed that the Board did not receive any report from the Executive Board Liaison. The Chair enjoined Mr. Graller to follow-up with the acting Executive Director and the Executive Board Liaison and have a report submitted at the earliest possible time.

The Chair presented a thank you letter from Samantha Hyde, the recipient of the 2018 Chris Hoy Scholarship. The letter was entered into these minutes as Exhibit G.

New Business

The Chair opened the discussion to new business. No new business came before the board.

Adjournment

Future Call

The chair scheduled the next working call for December 5, 2018 1pm Eastern time. Conference call details to follow.

Being no further business before the board, the Chair adjourned the meeting at 12:23 pm.

Respectfully submitted this day, December 7, 2018.

Gene Shimshock
Secretary

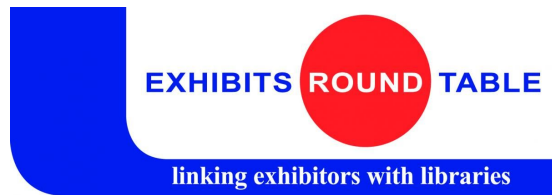


Exhibit A: ALA Annual Midwinter Future Dates

ALA Midwinter Annual
 Future Dates
 as of June 2018

	Midwinter	Fri-Tues	Annual	Thurs-Tues	AASL	ACRL	PLA
2017	Atlanta	Jan 20 - 24	Chicago	June 22 - 27	Phoenix - November 9-12	Baltimore - March 22-25	
2018	Denver	Feb 9 -13	New Orleans	June 21 - 26			Phila - March 20-24
2019	Seattle	Jan 25 - 29	DC	June 20 - 25	Louisville - November 14-17	Cleveland - April 10-13	Nashville - February 24-28
2020	Philadelphia	Jan 24-28	Chicago	June 23 - 28			
2021	Indianapolis	Jan 22 - 26	Chicago	June 24 - 29	Salt Lake City - Oct 21-24	Seattle - April 14-17	
2022	San Antonio	Jan 21 - 25	DC	June 23 - 28		Pittsburgh - March 15-18	Portland - March 22-26
2023	New Orleans	Jan 27 - 31	Chicago	June 22 - 27			
2024	Denver	Feb 9 - 13	San Diego	June 27 - July 2			East
2025			Philadelphia	June 26 - July 1	St. Louis - October 16-19	Minneapolis - April 2-5	
2026			Chicago	June 25 - 30			
2027	Philadelphia	Jan 22 - 26	New Orleans	June 24 - 29		Portland - April 7-10	
2028	DC	Jan 21 - 25					
2029			DC	June 21 - 26			
2030							
2031	DC	Jan 24 - 28	Philadelphia	June 26 - July 1			

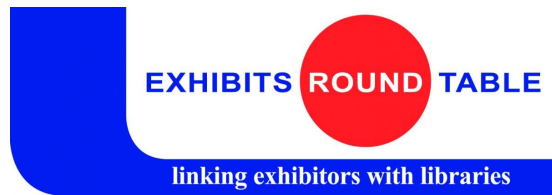


Exhibit B: ERT Financial Report Final Close FY18

Fund: OPERATING/RND TABLES FUND (13): 13
Unit_Project: EXHIBITS RT: 602

American Library Association
Performance Report
For the 12 Months Ending August 2018

August 2018		
Actual	Budget	Prior Year Actual
17,965	0	21,441
		(3000) BEGINNING NET ASSETS
461	417	494
		(4000) DUES/PERSONAL
0	42	0
		(4001) DUES/ORGANIZATIONAL
0	333	0
		(4002) DUES/SPECIAL
461	792	494
		(400) Subtotal Dues

461	792	494	Total Revenues
3	15	5	(5122) BANK S/C
3	15	5	(510) Outside Services
0	42	0	(5210) TRANSPORTATION
-451	63	0	(5212) LODGING & MEALS
-451	104	0	(520) Travel and Related Expenses
0	292	0	(5302) MEAL FUNCTIONS
0	292	0	(530) Meetings and Conferences
0	0	500	(5500) SUPPLIES/OPERATING
0	17	2,095	(5599) MISC EXPENSE
0	17	2,595	(550) Operating Expenses
-448	428	2,600	Total Direct Expenses
0	8	0	(5902) IUT/DATA PROC

Year-To-Date						
Annual Budget	Actual	Budget	Variance	Variance %	Prior Year Actual	Remaining Current Budget
0	17,965	0	17,965	100%	21,441	-17,965
5,000	6,499	5,000	1,499	30%	6,770	-1,499
500	0	500	-500	-100%	0	500
4,000	0	4,000	-4,000	-100%	0	4,000
9,500	6,499	9,500	-3,001	-32%	6,770	3,001
9,500	6,499	9,500	-3,001	-32%	6,770	3,001
180	64	180	116	64%	91	116
180	64	180	116	64%	91	116
500	602	500	-102	-20%	0	-102
750	3,244	750	-2,494	-333%	4,445	-2,494
1,250	3,847	1,250	-2,597	-208%	4,445	-2,597
3,500	1,528	3,500	1,972	56%	1,386	1,972
3,500	1,528	3,500	1,972	56%	1,386	1,972
0	80	0	-80	-100%	753	-80
200	2,812	200	-2,612	-1306%	2,095	-2,612
200	2,891	200	-2,691	-1346%	2,848	-2,691
5,130	8,330	5,130	-3,200	-62%	8,770	-3,200
100	0	100	100	100%	0	100

Fund: OPERATING/RND TABLES FUND (13): 13
Unit_Project: EXHIBITS RT: 602

American Library Association
Performance Report
For the 12 Months Ending August 2018

August 2018			
Actual	Budget	Prior Year Actual	
0	2	0	(5909) IUT/DIST CTR
0	42	0	(5910) IUT/REPRO CTR
0	52	0	(52) Total Indirect Expenses
-448	480	2,600	Total Expenses Before OH and Taxes
909	312	-2,106	Contribution Margin
46	205	49	(5911) IUT/OVERHEAD
46	205	49	(OH&TX) TOTAL OVERHEAD /TAXES
-402	685	2,649	TOTAL EXPENSES
863	107	-2,156	Net Rev / (Expense) From Operations
863	107	-2,156	Net Rev / (Expense)
18,828	107	19,285	Ending Net Asset Balance

Year-To-Date						
Annual Budget	Actual	Budget	Variance	Variance %	Prior Year Actual	Remaining Current Budget
25	0	25	25	100%	492	25
500	590	500	-90	-18%	308	-90
625	590	625	35	6%	800	35
5,755	8,920	5,755	-3,165	-55%	9,569	-3,165
3,745	-2,421	3,745	-6,166	-165%	-2,799	6,166
2,464	650	2,464	1,814	74%	677	1,814
2,464	650	2,464	1,814	74%	677	1,814
8,219	9,570	8,219	-1,351	-16%	10,246	-1,351
1,281	-3,071	1,281	-4,352	-340%	-3,476	4,352
1,281	-3,071	1,281	-4,352	-340%	-3,476	4,352
1,281	14,894	1,281	13,613	1063%	17,965	-13,613

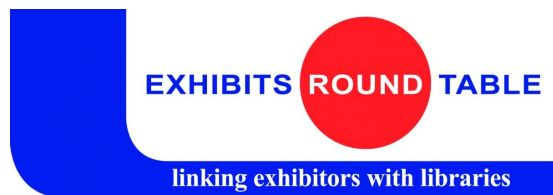


Exhibit C: ERT Membership Report (as of June, 2018)

ERT Membership Report

As of June 5, 2018

	<u>2018</u>	<u>2017</u>
Personal	287	298
Organizational	24	24
Corporate	<u>154</u>	<u>177</u>
	465	499

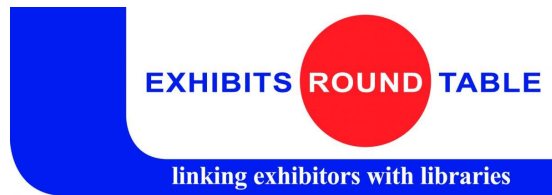


Exhibit D:
Final Registration Report Annual
Conference
2016-18

2018 Annual Conference
Final Registration Report

	Orlando 2016	Chicago 2017	New Orleans 2018
Attendees	11,459	16,192	12,423
Exhibitors	4,995	6,510	5,176
Total	16,454	22,702	17,599

Exhibit E: Board Terms Report (as of October 2018)

EXHIBITS ROUND TABLE
EXECUTIVE BOARD
TERMS IN OFFICE

10/30/18

ERT Board Terms

	June-2016	June-2017	June-2018	June-2019	June-2020
Vendor Members					
Vendor 1	Michelle Montgome	Rachel Lehmann		Eligible - 1st	
Vendor 2	Brian Brehm	Susan Rhoad		Eligible - 1st	
Vendor 3	Stepanie Lund			Eligible - 2nd	
Vendor 4	Katie Halata	Jason Wells			Ineligible
Vendor 5	Gene Shimshock	Gene Shimshock			Eligible - 2nd
Vendor 6	Jason Wells	Kirk Whisler			Eligible - 2nd
Vendor 7	Kelly Coyle-Crivelli		Elenita Chimilowski		
Vendor 8	David Lysinger		David Lysinger		
Vendor 9	Jay Askuvich		Kate Waldron		
Librarian Members					
Librarian 1	George Abbott		Rachel Clukey		
Librarian 2	Alice Knapp			Not Eligible	
Librarian 3	Joseph Eagan	Kelly McElroy		Eligible - 2nd	

ERT Board Officers					
Chair	Coyle-Crivelli	Coyle-Crivelli	Lysinger		
Vice-chair Vendor	Brehm	Lysinger	Rhoad		
Vice-chair Librarian	Eagan	Knapp	Knapp		
Secretary	Halata/Knapp	Shimshock	Shimshock		
Treasurer	Askuvich	Askuvich	Lehmann		
ERT Committee Chairs					
Programs Cmte Chair	Eagan	Abbott/Knapp	McElroy/Knapp		
Chris Hoy Cmte Chair	Coyle-Crivelli	Coyle-Crivelli	Coyle-Crivelli		
Nominating Committee	Brehm	Shimshock	Shimshock		
Membership Cmte Chair	Wells	Wells	Wells		
Librarian Relations Cmte Chair	Knapp	Knapp	Knapp		
ALA Committee Liaisons					
RTCA Liaison	Eagan		Not Needed		
NMRT Liaison	Knapp	Knapp	McElroy		
CPCT Liaison	Not Needed	Not Needed	Not Needed		
ALA Membership Committee	Brehm	Not Needed	Not Needed		
Conference Cmte Liaison	Coyle-Crivelli	Coyle-Crivelli	Chimilowski		
Scholarship Cmte Liaison	Abbott	Abbott	Chimilowski/ Clukey		
Conference Accessiblity	Lysinger	Not Needed	Not Needed		
Planning & Budget Assembly	Eagan	Not Needed	Not Needed		
Education & Recruitment Assembly	Knapp	Knapp	Clukey		
Executive Board Liaison to ERT	Pace	Pace	Pace		
Small Round Table Councilor	Hogan	Hogan	TBD		

Notes:

Terms run for three years
Previous years hidden

Updated 6/24/18

First Term
Second Term
Open/Mid-Term Appointed/Special

Board terms run three years from the close of the ERT Membership meeting at Annual Conference.
"1st" and "2nd" indicate member's first or second full term. Members may serve two consecutive 3-year terms.

Exhibit F: Midwinter Stats Overview 2013-2018

Midwinter 2013-2018
Stats Overview

	2013	2014	2015	2016	2017	2018
	Seattle	Philadelphia	Chicago	Boston	Atlanta	Denver
Reg Type						
Paid	6,464	6,338	7,171	7,183	5,410	4,738
Comp	1,373	2,069	860	876	669	611
Total Attendees	7,837	8,407	8,031	8,059	6,079	5,349
Exhibitors	3,144	3,800	3,466	3,467	3,468	2,691
Total	10,981	12,207	11,497	11,526	9,547	8,040
Exhibiting Companies	408	421	440	407	380	344
Square Feet	76,400	75,250	69,600	61,450	60,950	56,600

Exhibit G:
Letter from Samantha Hyde to
David Lysinger
August 7, 2018

August 7, 2018

Mr. Paul Graller
50 E Huron St.
Chicago, IL 60611

Dear Mr. Graller,

I am the recipient of the Christopher Hoy/ERT Scholarship for the 2018-2019 school year. I'd like to thank you for your generous contribution to my graduate education at Indiana University.

I recently moved onto the Bloomington campus from Akron, Ohio where I spent the summer working and preparing for the upcoming semester. Prior to this summer I had lived in Denver, Colorado for five years, progressing my career in arts and dance education at several nonprofits including the Colorado Ballet. However it was in Denver that I had my first taste of working at a public library branch. This experience paired with my Bachelor's degree in History sent me down a new path towards a Master's degree in Library Science with an Archives/Records Management specialization from Indiana University.

My Bachelor's degree is in History, Black Studies and Dance from Denison University (Granville, Ohio). Denison is a very small, residential, private, liberal arts college. It was a good fit for my undergraduate studies with tight knit communities in each department that I was involved. It was for this reason that I selected a larger public university for my graduate studies. I am looking forward to all of the opportunities a large institution can afford. I was also awarded a graduate assistantship in the African American Arts Institute of Indiana University.

My ambitions in this field are vast but they strike at the core of supporting people. Within the realm of public libraries, I aspire to promote safe spaces and provide quality, community-driven programming to the public. Public libraries will be a starting place for my interests and would be an appropriate fit given my past work experience. However, this degree is incredibly versatile and could lead me into exploration of career paths such as international archives/libraries (specifically in West Africa), arts/dance special collection archives/libraries, and museum archives and educational programming.

This scholarship is incredibly beneficial to continuing my education as it will cover the remaining balance of my expenses after my graduate assistantship. Receiving this scholarship has also strengthened my determination and dedication to this first step on a new pathway.

Thank you again for your support of my graduate education and of library science students across the country.

Sincerely,

Samantha Hyde