

ERT Board Meeting

ALA Annual Conference

June 28, 2015

Attendees: Melissa Brechon, Alice Knapp, Jason Wells, Brian Brehm, Joseph Eagan, Kelly Coyle-Crivelli, Paul Graller, April Mitchell, Janet Nelson, Jay Askuvich

Guests: Jeffrey Roth, Marie P.

Call to Order

- Jeffrey talked about wanting to work more through this group to promote Library Champions—will be in touch to see what can be done. Library Champions are given an ERT Membership. Funds the Campaign for America's libraries. He will be looking into what Library Champions are looking for.
- Add Information booth to agenda.

Treasurer's Report

- Money (\$10,000) moved to the Hoy fund
- Not a lot of other activity

Committee Reports

Programs

- 10 programs, 926 attendees
- Top attendance--TLC Social Media 375 people, Demco 2nd 180 people
- Some of the more specific programs or academic programs lower attendance but Joseph mentioned small attendance isn't always bad because that may be one of the only places that info is presented.
- Scheduling went well with ALA—programs were up on the Scheduler
- Question about whether we should do something at ALA Midwinter—would maybe be a different format—theatre on the exhibit floor, space in center is tighter for Boston, Atlanta 2017 might be better place because there are more rooms in the center—should decide by next mid-winter
- With Melissa going off of the board need someone to manage program—Melissa would still be able to chair committee if she is willing to do so. Unanimous decision made to have Melissa continue as committee chair for programs.
- Paul will check to see status of billing for programs. \$100 from each program fee is going to the Christopher Hoy Scholarship fund.
- Send Thank You notes on behalf of ERT mentioning that your program fund contributed to the Christopher Hoy Scholarship fund—Will get list and letter can be sent—Melissa/Kelly will look into.
- Could we have a sign or something that identifies the program as an ERT program and also have some membership applications available in the future?
- Could hire a temp to help with staffing to take counts and monitor A/V—approximately \$15-20/hr.—would take some burden off of our librarian members for managing programs at conference

Christopher Hoy Committee

- Good bids on some of the quilts from BiblioQuilters
- Do have a sponsor for the year's auction
- Kelly will send Thank Yous to quilters
- Ask development about relationship with the Hoy family and if they would still possibly want to be involved in the development efforts for the scholarship
- Discussed potential of doing a reception for past winners who are there—can be expensive
- Ideas for expansion of program—work toward something in Chicago, potentially try to have a large event to try to hit goal
- Paul to check on how much we need to endow the account

Membership Committee

- Jason has membership list
- ALA Corporate membership includes ERT Membership—membership is \$500
- ALA Staff is responsible to recruiting corporate members
- Paul to get Jason in touch with ALA staff responsible for recruitment
- Handout to existing members to thank them for membership
- Paul will pull a list of librarian members
- Alice indicated that at Kitchen Table talks it was brought up over and over how difficult it is to get involved in ALA—for librarians roundtable experience could be helpful. Could be another good area for recruitment

Librarian Relations Committee

- Good program in the future would be one that discusses the role of librarians in companies

Librarian Members and Board Members

- New members roundtable liaison promises members a committee appointment— New Members Round Table would be a particularly good place to recruit librarian members.
- Need to try to get some younger librarians in to help

Show issues

- Paul indicated that labor has been a big issue here and is probably the biggest complaint
- Traffic has been good, attendance numbers strong
- In the future will try not to have shows with split show floors—Still have Seattle on schedule and San Francisco in 2021 will work on changing, try to change for a Midwinter
- Attendees are often having less of their travel funded--Only about 40% of attendees are fully funded for attendance
- Love how publishers distributed—worked well for traffic flow
- Link for Exhibits only passes very confusing—fact that first screen that comes up starts talking about membership is confusing to customers as is the tie in to Compuserve. Demco, TLC and Innovative all had confused customers that were either already members or felt that they had to become members before they could register. Customer experience could definitely be improved.

Other news from convention services

- Jason brought up that Booth costs going up \$100 for 10x10 for next year, Paul indicated that he is trying to keep costs down
- There is an additional marketing person being hired for next ALA

Librarian candidates for ERT Board

Susan Epstein
George Abbott

ALA Liaison Report

ALA Liaison Barbara Stripling was not present at meeting. ERT board felt that it is important to have someone present as a liaison.

Discussion of future conferences

- Orlando issues from the past should be pretty well resolved—taxis now regulated, tremendous campus all connected to convention center, close to being able to handle all programs within campus, good rates for hotel, attendance projected to be strong
- Boston Dates--January 8-12. Some concern that this is so close to the time that schools get back in session after break

Information Booth

- April staffed yesterday am
- Our intent didn't really work—she ended up promoting come to the ERT meeting rather than becoming an ERT Member
- Best time to staff would probably be 8:30 -9:30 in the morning—after that, most vendors were already in their booths

Other business

- Philadelphia is wanting to start an exhibitor advisory committee and contacted GES for suggestions—1-2 meetings per year, contact Paul if interested
- Heather not exhibiting at this conference, need to see if her company exhibits at Midwinter and if they don't, may need to discuss where she should continue on the board
- Some concern that Board members are not attending meetings—bylaws say that members who miss two meetings may be removed from the board

Future meetings

Will plan to have October meeting in Chicago—Paul will get dates for the Executive Board meeting
Possibly schedule meeting at PLA

Back to Wednesdays for conference call meetings at 9 am PT/12pm ET

Meeting adjourned--9:00 am