

2014-09 Executive Board Meeting Agenda & Minutes

This document holds meeting minutes in spaces at the end of each agenda item. The minutes for this meeting will be approved at the October board meeting. Please share agenda/minutes amendments to the board email list. Non-board members can submit amendments via the [board contact form](#).

September 22nd, 2014, 6 pm CST

Location: Conference Call

Dial - (605) 475-4700

Enter Access Code - 974507#

Attendees: A. Symons, P. Coyl, A. de Campos Salles, D. McNeill, R. Hansen, M. Ciszek, L. Romans, L. Johnston, M. Townley

Guests: D. Issak

1. Call to Order

Action: The meeting will be called to order.

Item Facilitator: Ann Symons

Vote: n/a

Minutes: The meeting was called to order at 6:03 pm CST.

2. Introductions

Action: Callers present should introduce themselves.

Item Facilitator: Ann Symons

Vote: n/a

Minutes: N/A

3. Approval of Agenda

Action: Approve agenda for September 2014 meeting.

Item Facilitator: Ann Symons

Vote: Yes

Background Information: <http://connect.ala.org/node/228740>

Minutes: The agenda was approved.

4. Approval of Previous Board Meeting Minutes (5 mins)

Action: Approve minutes from August 2014 Executive Board Meeting.

Item Facilitator: Melody Townley

Vote: n/a

Background Information: <http://connect.ala.org/node/228739>

Minutes: The minutes were adopted with two small changes: Carolyn Caywood should be listed as a guest instead of as a board member and Matt's last name, "Ciszek", was misspelled.

5. Treasurer's Report (5 mins)

Action: Update & Discussion

Item Facilitator: Dale McNeill

Vote: n/a

Supporting Information: Dale received the financial reports from ALA that go through the end of July. In large part due to \$13,865 donated in July (thanks to the challenge issued by Larry Romans) the balance of the fund as of July 31, 2014, was \$203,043.

See the full report here: <http://connect.ala.org/node/228567>

Minutes: Dale reminded the Executive Board that his full report can be found on Connect. He plans to have a treasurer report every meeting. This year, there should be a small amount of income from advertising and the RT should finish either in the black or very close to in the black. (Reminder that fiscal years run from September to August. Currently, GLBTRT only has reports from ALA through July 31st, 2014.) Dale encouraged the membership to consider what type of things they would like to see happen in the September 2015 to August 2016 year and to speak with Dale regarding funding of new ideas. Dale hoped to have the September 2015 – August 2016 budget ready to present at the

November Executive Board meeting. That way, there could be discussion and adjustment time before Midwinter, and then the budget could simply be adopted at Midwinter.

6. Charge for Fundraising Committee (15 mins)

Action: Motion to adopt a charge for the GLBTRT Fundraising Committee

Item Facilitator: Bylaws Committee and Larry Romans

Vote: Yes

Supporting Information: The draft charge for this committee was not adopted at the board meeting during 2013 Annual Conference because it didn't mention planned giving.

- The charge language posed at that meeting is located here:
 - The meeting minutes for 2013 are located here:
<http://connect.ala.org/node/208501>
 - New proposed draft charge: "Identifies and solicits funds from sources, other than member dues, to increase the long term investment fund for the Stonewall Book Awards and to fund other initiatives as set forth by the GLBTRT Board. Develops and implements a fundraising plan to encourage more GLBTRT members and others to donate. Develops a list of potential individual, corporate, and foundation donors. Plans and implements planned giving, sponsorships, projects, and other fund raisers, Coordinates with the GLBTRT Treasurer and the ALA Development Office."

Minutes: It was pointed out that committee charges are not in the purview of the Bylaws Committee. The motion to adopt a charge for the GLBTRT Fundraising Committee was passed. Larry Romans was congratulated for his excellent challenge fundraising campaign. At Annual, the donations reached their goal. Over \$15,000 in matching donations (over \$30,000 total) was raised.

7. GLBTRT Board Meeting Norms Proposal (15 mins)

Action: Motion to adopt the below meeting document as board procedure.

Item Facilitator: David Vess

Vote: Yes

Supporting Information: [DRAFT GLBTRT Board Meeting Norms Document \[Word Document, 2 Pages\]](#)

During June 13 board meeting, the board: 1. Wasn't sure if all the language was needed. 2. Brainstormed about where these procedures would be placed. The [GLBTRT Leadership Responsibilities document](#) was one suggestion. Board decided this was an item for the Sept 2014 Conference Call.

Minutes: David Vess was unable to attend this call, so this item was pushed back to the October Executive Board meeting.

8. Web Site Updates & Marketing Proposal (15 mins)

Action: Motion to enlist ALA design services to create custom branding for the GLBTRT website and create feature slides for use on the round table home page. (David and David recommend priority be given to the slides.)

Item Facilitator: David Isaak, GLBTRT Web Cmte Chair & David Vess

Vote: Yes

Supporting Information:

- Examples: Look at any of the ALA division sites. They have their own header and color palette.
- Costs:
 - Design of up to 6 feature slides for website: \$400-500
 - Design of custom header for website and color scheme \$400-500
 - List of potential slides to be developed: Book Awards; Elections; Committee Volunteering; Professional Resources Page; News site; Reviews site; OTR site; Rainbow Site;
 - If there is a concern with costs, I think it's worth it to have professionally developed feature slides done first. We could live without a new website heading and color changes.

Minutes: David Isaak joined this call to speak on the matter. He broke the Web Committee's website update & marketing proposal down into two main parts: feature slides and a customer header & color scheme.

He explained that all ALA divisions have "feature slides" that rotate on a timer to highlight timely information. He pointed out that currently, the GLBTRT website has many items on the right hand sidebar – but often many of these things fall "below the fold" on the website. In other words, people must scroll down to see them and they are not immediately visible to the viewer. Depending on screen size, the amount below the fold may vary dramatically. David proposed that the more timely items listed there (i.e. a call for volunteers, yearly award announcements, etc.) would be better served by being turned into slides. That way, the unchanging items (i.e. connecting with the round table through social media), could stay on the sidebar and still be seen "above the fold". The clarification was made that the \$400-\$500 proposed cost would cover ALA Design Services creating 4-6 slides. These slides should ideally either be related to perennial events that could be reused every year (i.e. the Stonewall award winners being announced) or have a text layer that could easily be edited by the Web Committee to make small cosmetic changes (i.e. a slide advertising the membership meeting or social where the date, time, and location could be changed). It was questioned whether the RT could only create slides in batches of 4-6 or whether individual slides could be designed as needed. David explained that it took roughly 6 months of regular emailing just to receive a price quote, so this would likely be a "one time deal" as it was unlikely that ALA Design Services could create a single slide in a timely manner.

The second half of the Web Committee proposal involved designing a custom header & color scheme for the GLBTRT website so that it would stand out as a distinct entity online. The GAMERT and RUSA webpages were shown as examples of divisions or RTs had created distinct headers & color schemes. Some concerns were raised about the fact that the proposal was not fully detailed. But it was clarified that the roundtable was voting on allowing the Web Committee to enlist ALA Design Services to create a set of custom designs that would then later be approved by the RT. There are currently no firm designs in place. The question was raised about seeing if ALA Design Services could incorporate the color scheme and imagery from the GLBTRT brochure into the any new website header & color scheme. The point was made that a "redesign" of the site would make the most sense if both the slides and the header & color scheme were undertaken at the same time.

A motion was made that the Board approve spending up to \$1,000 for the design of up to 6 feature slides for the website and the design of a custom header & color scheme for the website. The motion was passed.

9. Pride Parade Update (15 mins)

Action: Update & Discussion

Item Facilitator: Ann Symons

Vote: n/a

Supporting Information: Message from Paul Graller: "Sunday will be a challenge. I have no problem with ticketing, t-shirts, waivers, etc. We are waiting for SFPL to determine how many people they can accommodate so we can set a top level for the ticketing system. They are seeing how many vehicles they can get and think they can get appropriate numbers of 'monitors'."

Minutes: The Executive Board was still waiting on further word from Paul Graller. Conference Services is still working on this issue. The only update thus far is that Sunday is complicated due to the fact that Market Street (one of the streets dividing the convention center from most of the ALA approved hotels) will be closed from 5 am until 5 pm due to the Pride Parade. ALA was mostly unable to get hotels on the same side as the convention center because the hotels priced themselves out of ALA's price range due to the expected boom in area hotel reservations due to the Pride Parade. This closure will make traveling between most hotels and the convention center very difficult. It is likely that the only GLBTRT "program" scheduled on Sunday will be the GLBTRT Social on Sunday evening. The Pride Parade will be an ALA ticketed event.

10. Announcements

Action: Update & Discussion

Item Facilitator: Any

Vote: n/a

Minutes: It was reminded that August's Executive Board meeting brought up the importance of beginning to brainstorm ways to celebrate the 45th anniversary of GLBTRT at Annual. This item was added to the parking lot for October's meeting agenda.

A question was raised about future meeting dates and times since the delay in Emerging Leaders applications threw off the initial planned meeting time table. Matt C. announced that he would create a Doodle poll to decide times for future meetings and Ann announced that she would email out a list of proposed future meeting dates. [Note: the meeting list was mailed out and proposed future meeting dates are: October 22, November 19, December 17, January 14th, skip February, March 11, April 15, May 13, and June 10. All days are Wednesdays.]

A question was raised about the progress of the Stonewall, OTR, & Rainbow committees new volunteer selection process, given Ann's recent email to the listserv. One of the board members interpreted the message as a plea for volunteers and as a concern for the future of the committee and its ability to be

fully manned with volunteers. The email was not intended as such, but regardless of the perceived tone, it seems to have done its job. Ann and Peter announced that they believed they should have no trouble finding volunteers for the committees. Additionally, the email opened up an interesting dialog on the listserv about *why* many people refrain from volunteering for the committee (inability to commit to two Midwinters plus travel expenses, the belief that so many were applying that it was unlikely to be chosen, bad timing personally for the current year, the huge time commitment that reading and judging all the books would take, etc.). Ann announced that this year's volunteer staffing was likely to be the hardest because the committee was searching for a full 22 volunteers so that they could begin the new format of 11 members cycling on and off the committee each year. In future years, only 11 new volunteers would be needed. Ann reported that OTR and Rainbow each had 4-5 openings. There have been many applications for the Stonewall youth subcommittee and less so for the adult subcommittee.

Change to Executive Session

Melody Townley recused herself from the Executive Session.

11. Emerging Leaders (15 mins)

Action: Update & Discussion

Item Facilitator: Ann Symons

Vote: n/a

Supporting Information: The executive board will move into executive session to discuss the Emerging Leader candidates and decide upon candidate names. These names will to be sent to Beatrice Calvin, ALA Emerging Leaders program.

Minutes: The board voted to move into Executive Session to discuss the Emerging Leaders candidates. The Board voted to send forwards to ALA the names of one candidate and two alternates.

12. Adjournment

Action: The meeting will be adjourned.

Item Facilitator: Ann Symons

Vote: n/a

Minutes: The meeting was adjourned at 6:55 pm CST.