

Video Round Table Executive Board Meeting
Minutes
June 30, 2014
Las Vegas, NV

James G. Neal, ALA Executive Board Liaison, 2014-2015

Jim Neal gave liaison report below. He said if we had questions he could follow-up with ALA Exec. Board.

ALA was running \$500,000 above budget for this conference. Vendor registration is up, but now vendors are consolidating and having smaller booths. Overall, there is a downturn in membership registration, but under control budget-wise. Neal and others are watching because division memberships are decreasing steadily. Strategic planning is taking place, and the organization needs to narrow their sights to concentrate on what we should be doing. Priorities:

- 1 advocacy
2. Info policy
3. Professional development and leadership development

There will be a lot of outreach from ALA offices this year. Orlando conference is two years from now and there's discussion of our decision 8-10 years ago to go there. Discussion has resulted in a task force on equity, ethics, and diversity. ALA has decided to use this to advocate our viewpoint against the issue of voter rights and state law of stand your ground. Workforce investment act - puts financial support in libraries. It has passed the Senate and moving to the House. IMLS has a Center to monitor trends and funded a new Center within ALA - paying for 1 person's salary and benefits.

There's movement to eliminate midwinter, but there's also some to expand programs. ALA recognizes midwinter is important to the organizational budget. Here is what needs to happen:

1. Make it efficient
2. Increase activities
3. And encourage units to do activities outside of midwinter

ALA Exec. Board has looked at virtual participation, but it is very expensive. 1,000 to 1,500 are attending virtual conference before annual. In some cities they have unions that prohibit us to bring our own equipment to conventions centers/hotels, such as computers, and AV, so that makes it expensive.

ALA has found little common ground with audio visual and copyright with vendors. Right now it's 1972 and it should be same provisions for before and after 1972.

Introduction of those in attendance: Debbie Benrubi - co-chair of program committee, Sam - New Orleans, Jeff Pearson, new to notables and on communications committee, Scott Spicer, Natalie Haskins from Enoch Pratt, Howard Besser, Trish T. From West Chester University, Michael Miller - IFLA liaison, Matthew Windsor - membership chair, Brian Boling - incoming chair elect, Laura Jenemann incoming chair, Carleton Jackson, National Media Market and CCUMC liaison, Michelle McKenzie -- current chair of notables and on Gala and Program committee, Lorraine W. - notables, Andy Horbal -webmaster, Elizabeth Myers - incoming treasurer, Anthony Anderson - Chair, Shelly McCoy - secretary and chair of the Multimedia Production Discussion Group, and Philip Hallman -incoming secretary. Others came in later.

The minutes from mid-winter were approved.

Treasurer's report: \$24,000 in current account. \$2,000 was taken in for memberships and some incidentals taken out before this. Anthony asked for \$204 reimbursement for a VRT banner he had made. It was decided by a motion that Anthony be reimbursed.

ALA Annual Wrap-up

Laura Jenemann reported on the VRT Cocktail reception. Total cost of happy hour was \$600. It was a success. There was slightly over 40 people at one point and Laura reported that it would be great if vendors could contribute towards the next one - the vendors enjoyed the event. Danielle Alderson said that in the future we should come to her if a place requires a credit card to secure the reservation. The board was asked that we consider doing the same type of happy hour so that there is more mingling. Scott said to consider budget if it becomes an every year thing and also remember that gala performs a similar function. Gala will be a Sunday night at annual so happy hour would have to be a Friday night then or we could decide not to have it at all during gala times. This discussion was deferred to later meetings.

Pre-conference report by Howard Besser: We packed a lot of information into the workshop and it was spoken highly of. Media people also involved in archives, preservation, and digital humanities. Turnout was smaller with 30 instead of the expected 50 and only 20 registered. No other ALA units that we co-sponsored this event with (i.e. LITA, PARS, ALCTS, etc.) listed this program in their lists of things to do at ALA. The preconference was recorded so it will be posted and Howard will send out URL. Preconference needs to be promoted in advance before attendees secure their flights and hotel. Laura suggested sending VRT wrap-up email with links to the session recordings, slides, etc.

Shelly McCoy reported on the panel presentation her and Scott Spicer did on multimedia production spaces with 2 panelists from public libraries. There were 40 in attendance despite being right after Stan Lee spoke in a different part of the convention center. Shelly also co-presented on Sunday related to multimedia and staff change and had 198 in attendance - many of which were public librarians who had many good questions. Andrew offered that we have an opportunity for collaboration with public libraries and growth in our organization in the production areas. There was discussion again about things being scheduled at same time with similar topics.

Liz Myers reported that 45 attended the video librarianship 101 presentation for public librarians and 65-70 attended the one for academic libraries. Attendees and Liz was happy with the speakers. Any of the topics covered could have been their own program. Andrew recommended creating an ALA post with links to slides, etc. and then promote in email. There was a suggestion to maybe have a preconference of all of these topics a couple of years in the future. 1st week of Oct. in 2015 will be National Media Market.

Gala, 2015 (San Francisco)

Michelle McKenzie - reported on the Gala in 2015. The committee will consist of Monique Threatt (Chair), Howard Besser, Debbie Benrubi, Michele McKenzie, Brian Boling, and Elizabeth Myers. The committee has had several virtual meetings. Invited Rick Prelinger and Dawn Logsdon, who did *Free for All: Inside the Public Library*. She will show her film there at the Gala. A member of the committee will be moderator; event to be held Sun. June 28, 7-9:30 pm at Spur Urban Center, 10 min. from the convention center. We have several options for reception within building. Costs: Facility \$2300, meals \$4500 at \$65/person, honorarium \$500 for 2 speakers and \$300 for door prizes (or donations - which Anthony will try to secure), incidentals - signage, handouts, advertisement, and "vendor takeaways" for \$200 (Posted on connect). Hoping to have 50-60 people, but the space can seat 100. \$7500 total. It had

routinely been the way that we've paid the honorarium.

Vendor can support for \$500, \$1000, or \$1500 and we already have some commitment on this level. Scott sending Anthony spreadsheet of vendor reps. to ask for donations. Carleton said that we would make table tents with vendors sponsors for the tables.

Admission charge is \$15 for ALA members and \$20 for non-ALA. If we get more from vendors, we can offer more. Perhaps in future events, it would be cheaper for VRT members. There may be comps. for the vendors and Michelle will work on it before midwinter. We have to give deposit of 50% of rental price of room to hold it, and we will move forward to do this ASAP working with Danielle.

It was moved to accept the budget for Gala. We want blurb in *American Libraries* before midwinter and this will be put on next agenda for Exec. Mtg.

Three new members of notables: Jeffrey, Lorraine and Junior Tidal from CUNY. The group has had one virtual meeting and reports that we have 25 films nominated already -- which is great for this time of year.

Debbie Benrubi reported on program committee, which she is co-chairing with Debra Mandel. Cyrus Ford and Danielle Alderson is also on the committee.

They are planning to put out call for formal proposals with deadline of Aug., so there's plenty of time before Nov. 4 deadline for ALA.

San Fran. Public Library has a new teen center with media lab that they plan to have open to show off before annual and they are enthusiastic about doing this. Program would be a panel with their youth advisory committee on how they developed lab, partnered with group, etc.

We'll be partnering with Asian Pacific Library Association to show a movie called *Not in Our Town* and have it as a President's Program and pay half of the AV costs to co-sponsor program.

The Center for Asian Pacific American Librarians Association (APALA) will have a symposium at the Univ. of San Francisco on the Thurs. before ALA starts. For their 35th anniv. they would like us to co-sponsor a program with a panel discussion. We'll find out what they need from us and could use the same resources for an ALA program later in the week if we'd like. Group agrees that it's a good idea.

Another suggestion was to have Video librarianship 101 for school librarians and they need a volunteer for someone to organize it.

Communications Committee report by Brian Boling: main project was to revise the brochure. We didn't get enough printed to have at programs but we do have it at membership and we want to take to National Media Market. Governance document has now been posted on VRT website under governance tab.

Website report by Andrew Horbal: Cleaned up contact email address, broken links, and inventorying site and getting incoming chairs involved early. Provisional changes will be attached to minutes.

Nominations report by Scott Spicer

Elections resulted in: Philip Hallman, new secretary; Brian Boling, new chair; and Liz Myers, new treasurer.

Multimedia Production Discussion Group by Shelly McCoy - reported that there was a week-long discussion over email the week of June 9, but not much participation as many were very busy or part of the listserv more as lurkers.

Membership Committee by Matthew Windsor - program was great draw for new members, especially public librarians, which would be good for membership. He would like to have buddy program by next June.

Round table coordinators report by Anthony Anderson. We're considered a small round table. We could have a member on council, but it would be a 3-year commitment.

New business

LibGuides depository - Do we want to put up several guides members have made for video production, etc.? Using the ALA Connect page is potentially a good idea and Andy said we could reinvent part of website for professional development if we'd like. What we have now is in most need of dire repair and we could link from Connect to the guide.

Facebook/social media presence - not clear from our page that we have one. We would like to define a group and name who is responsible for posting. Matthew said he could help, but we want someone else to do this type of work - like a social media coordinator. Andy and Matthew will propose something at a future monthly meeting. Point was made that membership may have those who would volunteer and be clear that anyone could contribute. Jenny Vailo from Univ. of Minnesota volunteered to help.

Scott said he was tabling a virtual conferencing discussion for a 30 min. discussion at Midwinter for this. Michael Miller said Janet Swain Hill made recommendations out of council to ALA office on this topic.

By-laws: Scott Spicer reported that all by-laws changes were accepted (there were around 10 of them). There were some more that we're not fully developed.

We decided to approve the addition of Notables chair and chair of Multimedia Production Discussion Group to the Exec. Board.

The ideal number for a Gala committee is 5 and for By-laws is 2; the handbook will explain this.

No further discussion on any of these.

By-laws approved by Board.

Laura Jenemann reported on liaisons - It is a volunteer position and the only formal relationship we have setup right now is with IFLA. Michael Miller states IFLA terms are 4 years and ALA is 2 year term renewable to 4 - he is in 5th year and Howard is in his 7 out of 8th year. Doesn't make sense that it is different terms. There are 80 ALA Liaisons to IFLA. Laura will email the IFLA person to figure it out. Howard mentioned Michael Dowling to contact at IFLA. We will need a volunteer for the next liaison to replace Howard. VRT recommends and ALA officially makes an appointment. The other question is if it really benefits VRT. Carleton said the hope at the beginning was to create connections.

Liaisons report

Howard Besser - not a liaison but monitors and reports on what affects us. Digital Content Working Group established in ALA to work with publishers in ebook content, but as of this meeting there's a new subcommittee called Streaming and Other Media. Howard has been appointed to this subcommittee.

ALA doesn't want a complete rewrite of the Copyright Act since they feel it will not benefit, but someone is moving ahead since it hasn't been rewritten since 1976. New ALA report on filtering also coming out.

IFLA report

Program was well-attended on metadata and proposed interface and multimedia problems related to audio-visual collections. Papers submitted to IFLA Congress are available online. Much of the talk of new membership is to include born digital materials. Michael became chair of that section and he was charged with beefing up membership of his section, so he's making a secondary push this fall. Let him know if we're interested in being members and see if they can demystify process. Howard said that it is

quite possible that ALA may try to say that we should drop our second liaison and we should push back if this happens. IFLA headquarters chose to disassociate with a group CCAAA and they have been fighting that.

A program called Managing audio visual collections aimed at library directors was successful and so they are offering in Lyons again and have 30 pre-registered.

CCUMC

Carleton reported that CCUMC - Oct. 15-19 in Portland. There will be a preconference on copyright. He recommends going.

NMM

Carleton reported Nov 8-12 is National Media Market, Charleston, NC; streaming video preconference mentioned.

Other news: Scott reported that Proquest said they would sponsor and they have a platform for webinars which we could organize.

Gave Danielle applause for her work and Anthony thanked those on the board.

Meeting adjourned.

SM