

YALSA Board of Directors Meeting
ALA Midwinter Meeting, Seattle
January 25 – 29, 2013

Topic: 2014 Symposium Site Confirmation

Background: Every two years YALSA selects a site for its biennial symposium. Staff thoroughly research dates and locations, then conduct an extensive RFP and evaluation process. A summary of the latest site selection effort is provided below. The Board makes the final decision as to where the symposium will be located, and the decision is made in the fall, prior to this year's symposium, so the next symposium's location and dates can be announced at this year's event. In September the YALSA Board, via its space in ALA Connect, discussed the staff recommendation and voted to approve it. Including the item as a part of this meeting simply ensures it will be entered into the official record of the association.

Action Required: Consent

2014 YA Lit Symposium Site Selection

BACKGROUND INFORMATION

Every two years YALSA selects a site for its biennial symposium. Staff thoroughly research dates and locations, then conduct an extensive RFP and evaluation process. A summary of the latest site selection effort is provided below. The Board makes the final decision as to where the symposium will be located. The decision is made in the fall, prior to this year's symposium, so the next symposium's location and dates can be announced at this year's event.

The Symposium Evaluation Taskforce that is working now to provide a recommendation to the board as to whether or not the event should be held annually does not impact the 2014 event. If the board does approve an annual symposium format, the earliest it would go into effect is 2015.

Criteria for site selection:

- Size and proximity of airport to downtown
- Transportation options w/in the city
- Size of area drive-in population
- Hotel guest room rates and availability
- Hotel food & beverage and AV rates
- Lack of other library/literary events in area at the time of Symposium
- Not an area where YALSA has recently hosted a Symposium, Institute or other event

- Not in a part of the country where ALA has recently hosted a major event
- Prior success of other ALA functions in city
- Potential draw as tourist destination

Areas of focus for 2014: these locations meet the criteria above

- New Orleans, LA
- Memphis, TN
- San Antonio, TX
- Austin, TX

Recommended Dates: these dates do not conflict with other library or literary events, and this time of year offers lower room rates than summer or earlier in the fall

- October 31-November 2, 2014
- November 7-9, 2014

RFP PROCESS

Request for Proposals (RFP) were sent out on May 31, 2012, to Austin, Memphis, New Orleans, and San Antonio.

- Based on the response to the RFP, Memphis was eliminated due to the high price of hotel rooms (\$169 a night) and other travel related expenses.
- New Orleans was eliminated because it did not have any hotels with availability.
- San Antonio had 2 hotels available, both with a \$95,000 food and beverage minimum (YALSA's last total bill for food and beverage and AV was about \$25,000) and rates of \$139 at one hotel and \$159 at a second hotel. After some negotiating, the Crowne Plaza Riverwalk lowered their rate from \$139 to \$129 and the F&B minimum to \$25,000.
- Austin had two hotels available with the same \$95,000 minimum F&B and rates of \$149 and \$129. After some negotiating, the Hyatt Regency Austin was able to lower their F&B minimum to \$30,000 and maintain the \$129 rate.

Based on this preliminary information, YALSA chose to focus on San Antonio and Austin. Both cities also have similar attributes:

- The airports are close to the downtown areas and shuttles are available at a reasonable price. Both San Antonio and Austin are major stops for Southwest Airlines.
- There are restaurants and night life within walking distance from each the hotels, and both are located near a river walk type of attraction.
- YALSA's preferred date is available at both locations.

San Antonio & Austin Hotel Comparison

Hotel	Guest Room Rate	Free amenities	Food & Beverage	Concessions
Crowne Plaza	\$129	1 room per 40, complimentary	\$25,000 minimum	10% off on AV,

**YALSA Board of Directors – Midwinter 2013
Topic: 2014 Symposium Site Confirmation**

San Antonio Riverwalk		internet in guest rooms and at registration area, comp meeting space rental, raffle for 2 night stay w/ breakfast (to be used at a later date)		2013 menu prices, discounted parking,
Hyatt Regency Austin	\$129	1 room per 45, 1 complimentary one-bedroom suite, 2 suite upgrades, complimentary internet in guest rooms, comp meeting space rental	\$30,000 minimum	50% off meeting space internet, 50% off self parking

SITE VISITS

Summary of Site Visit to San Antonio

While the hotel was located by the river walk area, it was at the far end where there were fewer dining and entertainment options. The hotel itself was in need of updating. The room furnishings had seen a lot of wear and tear. The city of San Antonio itself seemed to hold little tourist appeal outside of the small river walk area, and while safety wasn't a problem, there were many empty buildings and homeless people in the downtown area.

Summary of Site Visit to Austin

The hotel in Austin was in a good location and is much more modern and updated than the Crowne Plaza in San Antonio, which has the same rate. There are plenty of hotels nearby if the YALSA block fills, and the location is right across the water from downtown, which has significantly more food and night life options than San Antonio. Austin is not a city where ALA has been in the past, but it has a lot of potential as a tourist destination. It has been ranked a travel hot spot by Orbitz, a foodie destination by Newsday, one of the top 3 of America's techiest cities by Travel & Leisure, and a top city for a fall getaway by U.S. News and World Report (plus many, many more accolades).

PROPOSAL

The Board approve the Hyatt Regency in Austin, TX, as the site for the Oct. 31 – Nov. 2, 2014, symposium and direct YALSA staff to execute a contract with the hotel as soon as possible in order to guarantee room rates.

ADDITIONAL INFORMATION

- Prior YA Lit Symposium locations:
 - 2008: Nashville, TN
 - 2010: Albuquerque, NM
 - 2012: St. Louis, MO
- ALA Calendar of Events: www.ala.org/ala/conferenceevents/calendarofevents/index.cfm
- Austin Convention & Visitors Commission: <http://www.austintexas.org>
- Dates to avoid:

Holidays:

Oct 13 Columbus Day
October 4 Eid-ul-Adha
Nov 4 Election Day
Nov 11 Veterans Day
Nov 27 Thanksgiving Day
Dec 17 Hannukah

2014 Events:

- PLA's National Conference March 11-15, Indianapolis,
- 2014 ALA Midwinter Meeting in Philadelphia Jan. 24-28
- 2014 ALA Annual Conference in Las Vegas, June 28 – July 1
- National Book Festival (Sept.—they won't know the exact date until 12 months in advance)
- ALSC Institute (sometime in Sept. In 2012, Indianapolis)
- AASL Fall Forum (sometime in Oct. /early Nov. In 2012, Greenville, South Carolina)
- Teen Read Week (Oct. 12-18)
- ALA/Division Fall Executive Committee Meeting (Oct. 24 – 26)
- USBBY conference (Oct.)
- ALAN Workshop (Washington DC, Nov. 24-25)
- Regional Book events (see www.loc.gov/loc/cfbook/bookfair.html)
- State & Regional Library Assoc. conferences (see: <http://www.ala.org/ala/conferencesevents/afficalendar/index.cfm>) (Oct. 1-3 South Dakota Library Association, Pierre, SD; Oct. 15-17 Iowa Library Association, Cedar Rapids, IA)
- New Orleans Library Association (May)
- Tennessee Library Association (March)
- Texas Library Association (April--was in Austin in 2011)

2015 Events:

- 2015 ALA Midwinter Meeting in Chicago, Jan. 23-37
- 2015 ALA Annual Conference in San Francisco, June 25-30