YALSA Board of Directors Meeting
Conference Call
1:00 – 2:30 PM (Eastern) August 8, 2007

Topic: **Midwinter Planning**

Background: **At the 2007 Midwinter Meeting the Board voted to establish a taskforce to plan a gaming event for the Friday evening at the 2008 Midwinter Meeting. The Board also directed the Advocacy Taskforce to plan an institute on the topic of advocacy for the Friday of the 08 Midwinter Meeting.**

Action Required: **Action**

ADVOCACY INSTITUTE:
- The ALA's Public Information Office will also be offering an advocacy institute on the same day as YALSA's. Their institute will be $35 and will be a broad overview of advocating for libraries.
    - Beth contacted PIO to see if they were willing to combine efforts for a single advocacy institute, but they did not want to limit their institute to YA issues only.
    - Having two advocacy institutes at the same location on the same day presents a challenge.
- The general consensus of the Executive Committee was to offer a full day YALSA advocacy institute at a break-even cost of about $100.   They also recommend marketing the event carefully to position it as different from the PIO event.
- The Advocacy Taskforce is suggesting offering a half-day morning YALSA institute, then have the group attend the afternoon session of PIO's institute.

SOCIAL EVENT:
The taskforce is currently:
- Contacting previous vendors to ask them to participate again. We plan on having the vendors setup their games so that participants can play and learn.
- Finding possible new sponsors who may be able to help us expand the social part of the program. We would like to hold the program from 7 to 10 pm and include dessert and drinks as refreshments.
- Sponsoring contests before the event, holding voting at the event, and announcing winners at the event. The Committee would like to sponsor two contests prior to the Midwinter Meeting – a build your own avatar contest and a machinima contest. For each of these we would ask librarians to work with teens in their communities to develop and create the content.

- Working with YALSA to provide training to librarians, if they need it, on machinima and avatar creation. This could either be how-to screencasts available on the YALSA site or an online class in the fall.
- Hosting a tournament at the event. Erin Helmrich and Eli Neuberger have offered to run a gaming tournament.
- Working w/ YALSA's Youth Participation Coordinator to involve teens in the event. Committee member Sara Couri, from NYPL, knows one or two teen gamers who would be able to travel to Philadelphia.

LEADERSHIP DEVELOPMENT & ALL COMMITTEE:
- Were these two events effective at Annual 07, or should changes be considered to further refine them?
- More training is needed for chairs. Already since the Annual Conference chairs have done things like:
    o Incur costs without getting prior approval
    o Personally approach vendors who they want to sponsor something
    o Assume they would have a program for Annual 08 without filling in a Form A or B

    This may be something that can be accomplished at MW and Annual, and/or it may be something that needs to be addressed through other channels.

BOARD PLANNING & BOARD MEETINGS:
- It is likely that there will be extra time required for strategic planning.