

## Minutes

Board of Directors Meeting

October 22, 2010

Joe Morley's Restaurant, Midvale, UT

Conducting: Robby

Prayer: Chris Stevenson

Excused: Maureen Porter

In attendance:   Robby Nichols   Carolyn Olsen  
                  Michael Boyd   Kay Curtiss  
                  Cindy Suelzle   Keith Johnson  
                  Doyl Peck       Linda Boehning  
                  Melody Carroll   Chris Stevenson  
                  Russ Morley     Dot Hamer, Exec. Director

Review of June minutes for approval – motion by Cindy; seconded by Carolyn; motion carried.

Review of August minutes for approval – motion by Chris; seconded by Cindy; motion carried.

Budget review – Dot provided a budget vs. actual expenses from the 09/10 year. A great deal of time, during this meeting, was spent in open discussions, in an attempt to find ways to cut expenses as well as increase revenue. Some of the areas addressed are as follows:

### Reduce expenses:

- Provide a means for the members to access the Spectrum CD Rom online, rather than sending duplicated CDs
  - Mike will research this idea, through the Technology committee and report back to the board
  - Chris was asked to send a survey to the retailers in regards to their preference on having the CD, accessing it online or having it available in a pdf form for personal printing.
- Reduce the size of the storage unit
  - Russ will work with Dot on cleaning out un-needed materials in storage unit
- Conduct internal audit, more often
  - Decision will be made, each year, at the October board meeting
- Board members to participate in a video-conferencing board meeting vs. in person attendance
  - Rotation of board members who would not personally attend
  - Try various programs, i.e. Skype, Ivisit, etc.
  - Board travel reimbursement, third highest annual expense
- Change Booksellers University to one day
  - Use additional day for:
    - Service project
    - Visiting local retailers
    - Touring Distribution Center

### Increase revenue:

- Increase the membership dues to \$125/year
  - No increase in dues has been implemented in 10+ years
- Allow for additional booth space on convention floor, through marketing the show to National accounts
  - Invite Bed Bath & Beyond; Macy's; Hobby Lobby, etc. to obtain membership and participate
- If additional booth spaces sold, after floor is sold-out, a late fee could be assessed
- Place ad in Mormon Times to reach out of state vendors
  - Robby will check on the cost for such an ad and report to the board
- Increase the cost of the Wholesaler's Seminar to help with expenses of providing this meeting
  - Check on availability of Hilton Garden Inn, as an alternate place to hold seminar
    - Keith will call and report to the board
  - Inquire about sponsors for the seminar
- Google for online retailers to join and attend convention
- Invite Salt Lake Gift Show attendees
  - Offer one day passes
  - Free trial, one day; then must join

- Must register in advance, under business name, so records can be kept
- Request membership list from SL Gift Show for invitation
  - Chris and Melody will contact them for the listing of members
- Chris would poll the retailers, in his survey as to their preference with inviting the SL Gift Show members and if there should be a fee charged to them to attend
- Wholesaler's Seminar – March 25, 2011 is currently scheduled at South Towne. Keith will check with Hilton Garden Inn and report back on the availability as an alternate location for the seminar. This could result in a lower charge for the seminar. (not available)
- Carolyn, thinking outside the box, brought up the idea of a "Virtual Booth" for wholesalers who could not attend convention. The idea was discussed back and forth, not necessary for convention in August, but rather a separate event perhaps in February. We would charge for participation in the Virtual convention and provide links for the retailers to be able to contact the respective wholesaler, when there was an interest. Several of the board members were excited about the possibilities and several were not. Kay mentioned that Mark Pantelakis of Practical Concepts had discussed this idea in the past and she was going to check with him and see if he could come to the January board meeting.

Convention discussion areas: (see attached pages for specific breakdown)

Survey - Robby reported on the survey results:

Dates (1<sup>st</sup> or 2<sup>nd</sup> week of August)

First week was favored

Days (2 vs. 3 exhibit days; 1 vs. 2 Booksellers University days; which weekdays are preferred)

1 Booksellers University day; 2 exhibit days; leave same as previous year for days of week

Theme (yea or nay)

Divided on issue; board decided to include a theme

Robby will send board members the suggestions he received through the survey; board will finalize theme

Reception vs. banquet

Reception favored

Author Speed Dating

Favorably accepted

Booth requirements:

Use of front space; side space; height of sides and front displays, etc. was discussed, at length, to determine the best policy to accommodate the vendors, which would allow an equal booth exposure for all. A decision was made to provide an area on the exhibit floor, where vendors would be permitted to use 8' height on their sides. Vendors choosing to be in that area would understand that all adjacent exhibits could have 8' high sides, as well as the back. This area will be placed at the back of the exhibit floor, facing forward. The use of the back wall area would include vendors who have been using the front of their booth for excessively high display materials. A place on the contract will be provided to request this area. If all booths do not sell, then no 8' high full sides will be offered. This will be explained to vendors, in their contractual materials.

The vendors will be informed of the need to adhere to the rules for the regular booth spaces, as well. This includes, but not limited to, displays on table tops blocking the adjacent booth. Violations of this rule will be enforced with the wholesaler being asked to make the change to adhere to the rules or the vendor will be removed from the show.

Age requirement change – no change in the established age of 14 for participation on the exhibit floor. In addition, members will be asked not to bring their young children to the Booksellers University classes or luncheon or any other programs sponsored by the association.

On floor soliciting – Stricter enforcement is needed for making sure that the exhibit floor is not being used to solicit business opportunities for those who have not rented booth exhibit space. A large, uppercase printed sign will be displayed at the entrance to the exhibit floor. This will include the information as follows:

***"IF YOU DO NOT HAVE A BOOTH, YOU MAY NOT SOLICIT BUSINESS AT THE SHOW. NO EXCEPTIONS. THIS INCLUDES ALL VENDORS, AUTHORS, ARTISTS, AS WELL AS ALL OTHER ASSOCIATION MEMBERS."***

In addition, this information will be printed on the reverse side of the name badges provided for our attendees.

You Tube video evaluation – Chris was commended for his excellent work on the You Tube videos. The board members felt they were most effective and are being used in the retailers businesses. Suggestions for next year include a more secluded area for the taping, as well as the use of a wireless microphone.

**OTHER BUSINESS:**

Membership – Both Chris and Melody have asked Dot to send them the membership information in an email with an attached file as the printout provided does not show all the information needed to contact the members.

Scholarship - Carolyn reported that the funds for the 2011 scholarship are \$1600. She suggested making a change in the current allocation of funds policy to allow for fund raisers during the year, to increase the amount of scholarships we are able to provide. At the present time, the policy states that all funds for the upcoming scholarship allocation have to have been collected prior to the commencement of the fiscal year in which they will be offered. Following a discussion, it was decided to allow fund raisers until May 1<sup>st</sup>, which is the deadline for the scholarship applications to be submitted. At that time, the number of scholarships offered will be determined, based on the funds received. A maximum amount of an additional \$400 for this year to be added to the \$1600 already collected was determined, with any excess being applied to the following year's scholarship fund. In addition, the board received suggestions from the scholarship judges, that they revisit the qualifications for the recipients. Following a discussion of the judge's recommendations, the board members determined to change the qualifications for who could apply for the scholarships. Applications will be accepted for those who qualify through the member requirements and have not yet started their sophomore year in college.

Online publication – Mike continues to do a great job on the online publications. He would appreciate more articles of interests to include in each issue. He also indicated that he is working on removing the Distribution Center link on the website and replace it with a link to previous issues of the LDS Bookseller, both online and printed.

Wholesaler's Seminar – March 25, 2011 is currently scheduled at South Towne. Keith will check with Hilton Garden Inn and report back on the availability as an alternate location for the seminar.

ABA Winter Institute meeting; will be attended by both Doyl and Kay. The association will reimburse for the membership fee and attendance charges.

Executive Director evaluation – Robby informed Dot that there would be no increase in her pay for the upcoming year. However, the board approved an increase in her vacation time to three weeks, from the former two weeks allocated. The board of directors will discuss the Executive Directors pay and all subsequent decisions will be made, in advance of the October board meeting.

New Membership: (W) R Legacy entertainment, LLC; Gaylen Rust; SLC, UT; CDs, Songbooks, Sheet Music; references Deseret Book, Seagull Book and Bountiful Books; dues paid, license photocopy provided. Membership approved.

Next meeting: January 28, 2011 Joe Morley's 9:00 a.m.