

CORETTA SCOTT KING TASK FORCE MEETING MINUTES

Saturday January 15, 2000

8:00 - 9:30am

Four Points Hotel Rio Grand Ballroom

San Antonio, Texas

The Chair, Barbara Clark, officially opened the meeting by welcoming those present, followed by a round robin introduction of those in attendance. Present were: Barbara Clark (Chair), Rita Auerback, Curley C. Jones, Ruby Miles, Carol Edwards, Deborah Burns, Eunice Lockridge and Ann Miller. Minutes from Annual '99 were read and a motion to approve was made by Rita Auerback with a seconded by Curley Jones.

Unfinished Business

Publisher Advisory Committee results were reported by Barbara Clark. The Publisher Advisory Committee meeting from annual resulted in a suggestion to develop a web based Coretta Scott King Curriculum/Discussion Guide. Suggested format would cover general themes for History, Language Arts, and Science, with a bibliography of Coretta Scott King award winners. Not enough monies have come in to further develop the proposal of a traveling exhibit. Both publishers and task force leadership felt we should pursue a web based guide until we had more funds.

Budget Status:

ALA has reported that the audit of SRRT resulted in a showing of a \$20,000 deficit, i.e. excess of expenditures over revenue. It was reported that CSK did have revenues of \$5,000 in the year 1999. The deficit is a result of several years of SRRT incurring expenses with insufficient revenue to cover them in addition to poor book keeping. The Chair reminded that Task Force that for all intent and purposes CSK really has no money, even when we generate more than we spend. Any funds raised go into a general SRRT budget and each Task Force submits a proposed budget that outlines revenue generating sources and/or the Task Force petitions SRRT for funding. ALA also charges 5% expense for services on all meals. SRRT is working with ALA to outline a plan to eliminate the deficit. The course of action currently is for each Task Force to only incur expenses for which they can pay. The good news is that cost of producing the CSK seals has been reduced considerably thanks to the negotiations of Satia Orange, Director of OLOS. Seals now make \$25.00 profit per thousand sold. The chair also recommended the task force explore reducing the cost of Breakfast expenses, beginning with plaques. Ruby Miles volunteered to work with a company she does business with to see about reducing the cost of the award plaques. It was the consensus of the Task Force that we reduce the cost of award plaques. The Task Force was reminded that Breakfast margin of profit is just \$10 per ticket, providing we can keep the breakfast cost at \$25. We must also pay for all of the Dais guests. Barbara Clark will put recommendation on listserv. It has been noted that The Task Force was in the red for the cost of the last breakfast held in New York. It was also noted that CSK and the Gay, Lesbian, and Bi-sexual Task Forces are basically the only two task Forces that generate revenue. Chair will develop a plan to pay any debt incurred by CSK from monies for seals and to have funds for CSK

to operate and take care of remaining yeas of public awareness campaign.

New business

Chair Barbara Clark expressed the importance of more Task Force members volunteering for officers and committee chairs. As yet we have no one to fill the positions of: corresponding secretary, fund raising committee chair, technology chair, publications chair, and breakfast chair for the Chicago Annual.

Public Awareness Campaign Progress:

Chair updated Task Force members regarding the progress of the campaign. GraceAnne DeCandido has been contracted to develop the CSK Book Award discussion guide and Task Force members will meet the next day to review it and make suggestions on Sunday, January 16th. Task Force leadership (Clark and McCollough) is meeting with Scholastic to discuss the development of a CSK promotional video in which Scholastic has expressed an interest in developing. Publisher's advisory committee is most concerned about making inroads into the school population.

Essay Scholarship:

Hyperion Books for Children will sponsor a scholarship of \$500.00 for youth essay celebrating the Coretta Scott King Award Books. Because of the limited time to meet the 2000 ALA conference time frame, it was decided that a local choir in Chicago would be selected to submit essay for the year. Rita Auerback and Ann Miller offered to read the essays.

Suggestions were made by task force members to enhance public awareness.

Curley Jones recommended that CSK have a representative and booth at all regional library conferences. Funding for sponsorship of local children at the CSK Breakfast should be widely published. We should continue our effort to get corporate sponsors for the CSK programs. Other suggestions included:

- Sending letters to individuals asking for sponsorship of a child/children for the Breakfast
- Show sponsorship on the CSK Breakfast Program
- Having Friends of the CSK Awards Program as a support to the organization.

Clark announced that the Chair of the CSK Jury would make the announcement of the CSK winners at the Mid-winter Press Conference. This to be followed procedure in future.

With the exception of Ruby Miles who volunteered to check on more cost effective award plaques, no other volunteers came forth to implement ideas or assume committee duties.

Meeting adjourned at 9:30am

Respectfully submitted by,
Ann Miller, Acting Recorder