

RBMS Budget & Development Committee Meeting Minutes (DRAFT)

ALA Midwinter 2015, Chicago

January 31, 2015, 1:00-2:30 p.m.

Present: Mary Lacy (Chair), Erika Dowell, Athena Jackson, Blynne Olivieri, Mark Peterson, John Pull, Sarah Schmidt, Cherry Williams (Ex-Officio Member)

Visitors: Elspeth Healy (RBMS Publications & Communications, Web Editor), Laura Micham (2015 Conference Co-Chair), Danielle Culpepper (2015 Conference Co-Chair), John Overholt

Excused: Jeffrey Marshall, Ethan Henderson, Arvid Nelsen (Ex-Officio Member)

The meeting began at 1 p.m. in the Sheraton Chicago.

1. Introductions and Announcements; Review of Committee Roster

After customary introductions, Mary Lacy noted that roster reflects committee members who are rotating off in 2015 and the need to determine who is eligible to serve another term.

2. Review of Agenda

Athena Jackson requested change in agenda to report on 2014 Preconference early because of need to attend another meeting. Her request was granted but change in agenda ultimately did not occur.

3. Appointment of Recorder

Blynne Olivieri volunteered to take minutes.

4. Review and approval of Annual 2014 minutes

Minutes of the committee's last meeting at ALA in Las Vegas on June 28, 2014 were approved with minor edits.

5. Leab Award Fund Report

Mary Lacy presented a written report provided by David Faulds, Exhibitions Award Committee chair.

The Leab endowment principal as of December 17, 2014 was \$44,726. From September 1, 2014 – November 30, 2014, the endowment earned \$275. There were \$50 in bank charges, which leaves a balance of \$225 in the spending account.

For the ALA 2014 Fiscal Year, (September 1, 2013 – August 31, 2014): interest earned: \$1,197; donations received: \$4,425; bank fees: \$248; RBMS Leab award flyer printing: \$274, and; reimbursements: \$132. The Leab endowment's FY14 August close was \$43,973.

The \$50,000 minimum mandated by ALA/ACRL by 2022 is within reach.

6. Leab Award long-term funding plan

Item deferred. Mary Lacy stated that there has not been progress in modifying the indenture. Lacy will be working with the Exhibition Awards Committee to develop fundraising strategies to reach final \$50,000 goal. These efforts are not expected to conflict with RBMS Scholarship fundraising activities.

7. Preconference/Conference Budget Reports

a. 2014 Preconference, Las Vegas

Athena Jackson (2014 Preconference Co-Chair) reported that there were 436 attendees to 2014 Preconference in Las Vegas. Financially, the fundraising exceeded budget expectations and registration was high, but costs exceeded expectations. Areas of unexpected costs included: consumption of food and beverage and onsite fees from union audiovisual labor, shipping fees, and the fees from the fire marshal. Additionally, the RBMS Preconference website had set-up costs. RBMS was expected to net \$1,000, but instead took a loss. Jackson reported that 100% of booksellers were happy, and 93% attendees rated as either "excellent" or "above average," the two highest ratings.

In total there was \$180,418 in revenue and \$182,483 in expenses with a net loss of \$2,065.

ACRL policy requires that professional development events are budgeted to break-even. With the longstanding historical success of RBMS Preconferences and understanding that certain fees were unanticipated, ACRL stated its commitment to providing opportunities for professional development and a sense of professional community for the section. To offset this experience, as there are no 2014 Preconference profits to rollover into RBMS scholarships for 2015, ACRL is going to budget \$5,000 toward RBMS scholarship fundraising this year.

Jackson suggested that emphasis be placed on fundraising especially now that it is a "conference" instead of a "preconference."

b. 2015 Conference, Oakland

Danielle Culpepper and Laura Micham reported for 2015 (Oakland). Funds committed by sponsors as of the ALA Midwinter conference total \$19,250, which does not include an expected revenue from the ABAA Showcase of approximately \$20,000. Major in-kind donations have been provided by UC Berkeley Library, The Bancroft Library, and other UC Berkeley entities. Informally, UC Berkeley could be

considered a “triple folio” sponsor on account of their in-kind donations. The total fundraising goal is \$51,000.

The 2015 Conference webpage is constantly refreshed to reflect current sponsorship. Registration opens February 16 and the registration fee is \$290.

c. 2016 Conference, Miami/Coral Gables

Cherry Williams reported on preliminary budget for 2016 (Miami). Registration fees are set at \$290.

The proposed budget includes \$162,352 in expected revenues and \$161,242 in expected expenditures based upon a minimum number of 307 paid registrants.

Williams stated that 2016 will be a “resort conference” as it will be held at the Biltmore in Coral Gables-Miami. The Biltmore will sponsor two morning coffees, wi-fi is included, there is a notable swimming pool, pool cabanas can be rented, and there is a high-ceiling room for the bookseller’s showcase with a terrace outside. The University of Miami will be hosting one reception, a new member’s mixer and scholarship breakfast.

8. RBMS Preconference Scholarships Update

For the 2015 scholarship fundraising there are two already committed revenue sources: \$5,000 from ACRL and \$6,000 from Gladys Kriebel Delmas Foundation. This year there are no conference profits to apply toward scholarships.

As of January 15, \$4,970 have been contributed by RBMS members. These are funds that were unused from last year, and thus carried over. Current RBMS Chair, R. Arvid Nelsen, has set a goal of \$6,000 member contributions to scholarship funds. This goal is well within sight as only a little over \$1,000 needs to be raised.

Mary Lacy reviewed the scholarship fundraising work plan and thanked Blynn Olivieri for creating the document (which is available through ALA Connect). The plan includes the following actions: Mary Lacy and Cherry Williams will kick-off fundraising at Information Exchange meeting, RBMS Chair sends out email solicitation to all RBMS members, past Executive Committee members are also directly solicited by email as are past scholarship recipients. There will also be an option to donate to scholarships at the point of the 2015 Conference registration. Sarah Schmidt noted that the RBMS website provides an easy-to-find link to giving; John Overholt commented that RBMS mobile website was cutting off giving text and Elspeth Healy responded that the problem would be corrected.

Mary Lacy noted that RBMS scholarships are one of the most important points of RBMS by cultivating incoming professionals. Scholarship recipients and scholarship donors are listed on the RBMS website.

Discussion about building community around past scholarship winners followed. Possible activities mentioned included: video testimonials (John Pull and Blynn Olivieri offered to

assist), developing an alumnus model based on the Hewlett Foundation, and creating cohorts by decade (Erika Dowell and Sarah Schmidt offered to assist).

9. Proposals for use of Section funds

Elspeth Healy (RBMS Publications & Communications, Web Editor), proposed a request for a web site hosting upgrade. Currently web hosting is paid for out of the services budget. It is a shared hosting program with variable RAM which is starting to max out on high traffic times. Dreamhost has suggested upgrading to private server plan, 1 RAM which would cost \$100 more a year than the current plan, bringing the total to \$180 annually. Billing is toward the end of March.

Healy stated that a trial could be run on a private server to test site-speed and outages. If there is an appreciable difference, then the Web Team will investigate possibilities. Healy stated that it is likely that a more robust platform would reduce outages and improve site loading speed.

Erika Dowell and Mary Lacy expressed support for this proposal as so much of RBMS business can be found on the RBMS webpages and they consider web site upgrades as a section basic activity. Lacy will bring this proposal forward to the Executive Committee and state that this is a change we would recommend.

Other section fund usage updates: Postcard printing for Diversity Committee is completed and paid for. Anticipate nominal funding request for promotional publications for the ALA Annual Program.

10. RBMS fundraising for ACRL conference scholarships

Cherry Williams reported that RBMS raised \$1,905 for the ACRL 75th Anniversary Scholarship Campaign. This resulted in three named scholarships for attendance to the upcoming ACRL Conference. RBMS was the highest fundraising section and received a round of applause at the ACRL Leadership Council held on January 30th.

10. ACRL Budget & Finance update

No report as the ACRL Budget & Finance Committee has not yet met.

11. B&D FAQ

Sarah Schmidt reported that she will follow up on purpose of FAQ with E. C. Schroeder.

The meeting adjourned at 2:32 p.m.

Respectfully submitted,
Blynné Olivieri