

ARSL Board Meeting
Call To Order: 11:34am EDT

MOVE TO APPROVE CONSENT AGENDA

Motion: Julie
Second: Kevin
Vote: Aye (Unanimous)

VERBAL COMMITTEE REPORTS PULLED FROM AGENDA

None

PRESIDENT'S REPORT

1. Copyright Issues on the ARSL Website

Background: The Cartoon Stock violation. The cartoon was pulled from the site, and the Board was presented with a settlement statement for \$394.80. A letter arrived from Cartoon Stock and we are now past the 10 business days they requested for a response. Are they ready to take the situation further? Talking to lawyers and getting an opinion would cost around \$400 (according to Sara), so it's a wash—paying the settlement or getting a legal opinion. Do we take a chance and pay the settlement and hope Cartoon Stock goes away after that or do we get a legal opinion?

Donna: We need a disclaimer.

Gail: There is a disclaimer on the website: all content is the responsibility of the creator – that goes for conference presentations that ARSL will later post to the website.

Cal: Is this claim even legitimate? What are the ramifications if we just don't pay? People threaten to sue all the time. Will they just go away?

Donna: We were going to take the wait and see approach.

Kevin: How do they even prove they are the copyright holder? Are we liable? It was in a presentation, it's not the organization's content and it wasn't hotlinked to anything.

Kieran: It was in a Power Point, so now we're liable.

Julie: I'm more willing to pay \$400 for the attorney, because it will be worth it to have the knowledge about how to proceed should anything like this happen again. They can give us protocols.

Amy: Maybe if we made them aware we are consulting a lawyer, they would back down.

Donna: It's the whole "not our content" and "not created by us."

Kieran: My content doesn't belong to you—if I create something for a conference and then allow you to put it on your website, I'm granting you access to it, but I'm not giving you my content.

Disclaimer:

Presenter → Responsible for copyright violations and responsible for any resulting fees.
Kevin is putting together a release form. The presenters must NOT use copyrighted or protected materials in their presentations submitted for inclusion on the website.

By accepting the "Terms," the presenter is certifying that s/he holds all the intellectual property rights to everything in the presentation.

Paul Healey could give us an informal opinion – he's a law librarian and past board member

Donna: Email back to Cartoon Stock that we are consulting with a lawyer and reiterate that it is the presenter's and not ARSL's content. Make sure the disclaimer on the website is visible.

TASKS:

Kevin and Judy: Make changes to the presenter's agreement to reflect copyright/intellectual property right language

Amy: Research pro bono lawyer

Paul Healey: Ask for more suggestions

Donna: Send a message to Cartoon Stock that contains the presenter's agreement/terms language.

2. Clarion University

Clarion University Professor: would like a PowerPoint about ARSL and interviews with working librarians. We would like someone to create a PowerPoint presentation for the university – there should be enough in DropBox and Becky has a lot of information as well. We could use the Big Talk presentation, but it doesn't contain enough history.

Kevin: Does Becky feel comfortable putting this together? She has the history in her head.

Activities are increasing and we need to do more to get other people involved.

**Kevin volunteers to put it together with Becky mapping out the content. He requests as scope from Becky and Donna.

3. Posting Surveys on the LISTSERV

Southern Connecticut State would like to post a maker-based survey to the listserv.

Cal: We're getting lots of requests at the state level. If I pass these on, am I giving them approval because it's coming from us? If it's just getting the word out, that's one thing, but if it looks like ARSL is supporting or encouraging members from a different perspective, then that's different.

Donna: They don't have access because they aren't members. Should we request that they become members in order to post to the LISTSERV? It might be a good way to promote the student chapter.

Tena: This has changed in the past two years. Normally, to have access, you need to be a member. At what point would we need to say, "look, you really need to join?" Students can join as student members.

If the data isn't helpful, or it's for a for-profit company, or simply a thinly veiled sales pitch?

I don't disagree with posting a survey, but, at what point do you say, "enough," and let them know they need to join?

Donna agreed and brought up a situation wherein a member posted a book promotion to the membership. The point of the LISTSERV is that it's a member benefit, and we need need to keep it as such.

Policy guidance

Kevin: We would like some guidelines about usage, then it probably should be passed on to Governance.

Kieran: There should be a place on the website vs. putting it on the listserv.

Donna: The listserv is the more informal way.

Amy: If the membership sees it coming from a board member. It looks like a seal of approval.

Kevin: Should we then create guidelines on appropriate use of the listserv – about what's allowed and what's not? It could include a disclaimer about copyrighted materials. Should there be a timeline?

PASSED ON TO GOVERNANCE
RECOMMENDATIONS BY THE MAY MEETING, PLEASE

4. Email from Pat Wagner about webinar software:

Email Pat Wagner → **about webinar software and take a look at it? Should we use it?**

Webinar with the conference – that may be a project for that software.

Tena: Post-conference use of the webinar with Paul Healey in 2013. Not so much about the software as it is about the service. She provides great service around building the webinar.

Kieran: I'm pretty sure she just uses AdobeConnect.

Donna: It's more her work in that she builds the webinar rather than just the platform.

Tena: She also handled registration and fees. There are discussion points about the level of inconvenience in having to register on two sites.

****That was our one free trial. Now looking at a paid experience****

Would people pay when there are so many good free ones out there? Do we want to consider doing paid webinars?

Does the Board want to consider doing paid webinars?

Kieran: Live broadcasts of presentations this year is a possibility. I have a line on equipment.

What about WebJunction? Maybe it is was online –

Tena: That's not really what Pat does – it's not a live experience at conference. It's a very controlled situation/space/program.

TASK:

Follow up with a nice letter that we're not quite there yet.

5. Board Vacancies

Vicki Bartz – Mary Beth's position and Financial Chair, 2010 and 1 term after that.

Su Epstein – still waiting to hear about her.

6. AMR Amendment

Work Plan Amendment – Fiscal Manager of themselves branch.

Jamie Hollier and Karen are still working on a grant, not yet submitted.

AMR plan starts in January.

Need to make monthly payments that go toward the amendments and the grant has not been approved.

That approval may take a few months.

The amendments include monthly payments. Sara thought it may not be a good idea to cancel the amendment payments.

The payments start when the grant is approved. Should we cancel the amendment and not pay for tasks that aren't happening.

Jet: We should postpone.

Kieran: As long as there is not a lag once the grant gets going.

Tena: AMR could start work when they needed.

Gail: Since Sara suggested it, I'm sure that means they can handle it.

Donna: Kieran, do you have an idea about when they can expect the grant award announcement?

Kieran: Not off the top of my head. They've received approval at some level so far, though.

When will the grant award announcement be made? Most likely in the spring – as Kieran pointed out, they received approval on some level and they're waiting for another month, and a transfer to a fiscal department.

Motion: To Cancel the Amendment

Motion: Tena

Second: Jet

Vote: Aye (unanimous)

Transfer funds from check to the interest bearing savings account during the interim.

There will be a transition of membership data

Financials numbers need to be included in the budget sheets.

Reports in the folder so we can see how this is progressing and how Sara is processing:

- Membership reports

- Signatures from officers

YTD time spent – this is an issue with the increase cost to the work plan. AMR and Sara have extended significantly more time than we have budgeted for and we were not aware of it. We had budgeted 518 hours, but Sara has expended 863 ¼ hours to date, which is 161% of the allotted time. The work has been legitimate – work on reports, every month, but we need to be more vigilant in tracking Sara's time.

NEW WEBSITE (Kieran)

<http://arsl.info/sandbox/>

The beta is up. What do we want to do with selling items, policies, and what should go behind the paywall? The website is set up to sell things, but we need to work out the paywall issue and re-launch the website when all of those decisions have been figured out.

Policyshare: There is a storehouse for different policies (Tena elaborated)

Tena: The Rural Libraries Clearing House in California. ARSL was going to try to take this over. The discussion stalled, but this is the way it went historically. Are we going to try to absorb that as a starting point for our databases?

Donna: It would be good to have on the website because there was been a spate of policy sharing on the listserv and maybe the website would be a better place for that.

Whose content do we include? From our friends or other libraries within the organization? Would it include information about initiatives?

Kevin: Policies and Topics? We can categorize the titles – make it a clearing house, but broader than just a clearing house.

The Policy Section should be kept separate.

Kieran: If you click on resources, then there would be something about e-rate and the other things like the firemen's association.

Would Member Services be willing to work on the website when it's live.

Kieran: It's when there is consensus or when it looks acceptable. It should be available by the next board meeting (March) for demo.

Donna: I like links – rather than text. It would be great to have a list of links to ALA, conferences, etc. with a quick description and a link to take me there. I know where I want to go to get the information I want. I don't like text bogging the website down.

Kieran: The Resources tab has a helpful links tab.

Tena: Did we address the paywall issue?

Kieran: I don't know what goes behind it, yet. We don't have a clear direction.

Tena: Can AMR's software make the paywall possible? Last year, it would integrate and it couldn't work.

Kieran: It would require a login and it wouldn't react well to the paywall, so maybe we need a new one.

Tena: That's the key – to find out how the new software will react and if it's feasible. There are all kinds of things we could put behind a paywall, but we haven't been able to do that yet because of the AMR software issue.

Kieran: Will you check that with Sara?

Kevin: Then, there are the mysteries of just what is taxable.... That will rear its head when wanting to sell things on the website.

Donna: That would be a nice benefit for the membership.

Tena: Then the presentations from conference could live there, too.

Which would make it harder for trolling bots to find them.

Kieran: That's the other part of the hold up as well. Are WE selling or are we going through something like T-Spring or Café Press?

Judy: I'm looking into that.

Kieran: I'm still hopeful that it will be live soon.

OPTIONAL DONATION STATION (Donna)

Sara mentioned the possibility of setting up an optional donation station link on the website. There needs to be an "accept destination" for these funds.

Destination account could be tied to the benefit level. If it's into the income expense account, then it could be used for anything.

Tena: Yes, it could be used for anything as long as people know where it's going – either a General Donation (Fund), or, as we've done in the past, how the premier level scholarships.

Julie: It's a personal preference. Covering conference costs is nice because that's a benefit that they can see and touch. It's very easy to market that part of the budget. It could go for the Speaker's Fund or for Scholarships to cover the costs of conference attendance.

Tena: It could go into a Speaker's Fund?

Judy: Or scholarships. When people sign up for the Premier level, that extra \$10 goes to scholarships.

Donna: At some point we need to talk about creating a p/t paid position. It's going to have to happen at some point.

But, that kind of thing can't be reliant on only donations.

Vicki: Would it be possible to give potential donors different options – as in what they would want to designate the money for?

Tena: Does everyone remember the website work last time? I love the idea, but we need to make sure we have our ONE ASK for all of this, because last time, we had to keep going back and the bills really piled up as they kept adding things and changing things. Most of these things are software questions for Sara.

Judy: Remember, you can always just donate.

Donna: We should table this until we talk to Sara and make sure it's even a discussion we should be having.

Kieran: We'll also need to discuss the number of categories where donations can go.

Tena: Yes – options like in a drop-down menu.

TASK

Request that Kieran talk to Sara about our options.

Donna: Requested that she be cc'd on the email. There will be an associated cost, so we will have to look into any restrictions.

ARSL ACTIVITIES IN LIBRARY LAND (Donna) (As Recorded on the Agenda)

Grants

- AIM Grant, Jamie Hollier - Kieran
- Big Talk From Small Libraries 2015 Webinar, Christa Burns
- YALSA Teen Grant, Beth Yoke - Gail
- Pushing the Limits Grant, Linda Crowe – NEED ARSL Rep

Focus or Advisory Groups

- Educopia, Focus Group, Nick Krabbenhoeft
- ALA - Policy Revolution! Initiative (OITP), Larra Clark – Andrea Bersler
- ALA – Public Library Advocacy Discussion, Chrystie Hill - Donna
- ALA – Post E-rate Modernization Orders Planning Meetings, Marijke Visser – Donna and Kieran
- Research Institute for Public Libraries (RIPL), Nicolle Stephen, Linda Hofschire and Sharon Morris, Colorado State Library – Donna and Kieran
- Aspen Institute, Amy Garner – Donna and Gail
- School, Health and Library Broadband Coalition (SHLB), John Windhausen - Donna and Kieran
- Junior FIRST LEGO League program, Paul B. Dusenbery, Space Science Institute - Tena
- ALA, Emerging Leaders – President and ?
- ARSL Student Chapters – Jet (Vice President or move to Membership)

Donna requests that Board Members be open to being part of these things. You can be included and you can participate. E-Rate, AASL Rep at ALA Midwinter are all looking for feedback. There is a group effort in the states for rural and small libraries.

SARA'S (AMR) MATERNITY LEAVE

Sara's maternity leave will begin in late-April and last between 8 and 12 weeks. There are two (2) contacts for us while she is away:

Tracy Tucker
Amanda Graves

PUBLIC COMMENT

None.

BOARD WORK SESSIONS

None.

Request from Gail: Please repost the Cartoon Stock Copyright materials to Drop Box. Thank you.

Motion to Adjourn

Motion: Judy
Second: (unclear)
Vote: Aye (unanimous)

**OUR NEXT REGULARLY-SCHEDULED BOARD MEETING WILL BE WEDNESDAY,
MARCH 25th, AT 11:30AM EDT.**

Adjourned: 12:45pm EDT

Minutes Submitted by Amy K. Marshall, Board Secretary