









Chatham proposed an additional 5% on any posters that disseminated from TRW connection. Orlando Bloom was an example. ALA Graphics would also guarantee \$10,000 per year, whether earned or not.

Graphics staff would work more closely with YALSA staff to expand the TRW product line and marketing, including web sites, blogs, and targeting teens as well as librarians. Due to Rachel Johnson's hiring as new Graphics Director there would be stronger focus on product development, needs and trends would be identified, more exposure for YALSA would hopefully translate into more revenue. Regarding YALSA awards – mixed results with bookmarks for the awards, and thought design might have had an effect. More innovative bookmarks, more age specific products were a possibility. Aiming at extending shelf life for TRW products, instead of committing to just one year was another approach, such as removing the date from the poster. A backlist shelf life increase would lead to higher profits for YALSA and ALA. Selling items at youth awards press conference, Printz and Edwards programs, more aggressive reach and taking advantage of brand influence were other approaches.

Chatham mentioned the possibility of co-publishing with Highsmith/Upstart. They would sell to schools and ALA to libraries. DEMCO was mentioned as another possible co-publisher.

Online sales staff would be reorganized to strengthen sales – an online sales manager had been hired. TRW would be a prime sales line for online sales. Sales of poster downloads would be offered. E

**MO ED** by Nelson, seconded by



Item #30. Fiscal Officer Report (10 min)—Amy Alessio..... 12/16/05

The Board discussed the Oprah grant and overhead. ALA agreed to reduce overhead for the Oprah grant after PPO and YALSA met with Greg Calloway. Discussion of how successful passage of a dues increase would impact membership, and how an ALA increase in dues could have further impact YALSA membership. ALA also trying to overcome negative impact on registration in New Orleans.

Item #31. FY 07 Budget Priorities (10 min) ..... 12/16/05

There was discussion of a plan to aim for a large increase in TRW sponsorship donations by aiming at big companies such as Office Depot, and asking corporate sponsors for at least \$50,000. There is also a plan to ask for higher increments as our increase in TRW registrations have tripled our mailing list, which is quite valuable to our sponsors. For instance, the Friend of Teen Read level will increase to \$2500.

If the dues increase passes, an additional staff position will assist in marketing and public relations. This would be a communications person.

PIO will put \$10,000 a year towards YALSA’s @ your library campaign, but is asking that YALSA match these funds.

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the committee. This change would apply to the next nominating committee to be chosen.

Item #39. Program Clearinghouse Committee Report (15 min)—Erin Downey Howerton... 12/16/05

Howerton provided the preliminary proposed slate of programs for 2007 Annual. She asked the Board liaisons to contact their committees to flesh out details and provide Form Cs.

**MO ED** by Howerton, as Chair of Program Clearinghouse Committee, that the Board accept the proposed slate in concept. The motion passed.

Item #40. Regional Delegates Proposal (10 min) ..... 12/16/05

The purpose of regional delegates would be to provide communication between the Board and five regions of the US. SUS trainers might be asked to get involved in this. Much of this work could be done virtually. A regional delegate would help to bring more member input from the less populous states and areas to the attention of the Board and YALSA management. The delegates would be appointed by the YALSA President. They would also help the YALSA office to reach out to more state conferences and keep track of calls for proposals at various conferences. Yoke said YALSA membership lists could be provided to the regional delegates.

**MO ED** by Goldsmith, seconded by Nelson, and voted that regional delegates be selected to serve as a regional advisory board to provide the YALSA office and Board with information about the training and information needs of each of the five US regions, and to liaise with regional chapters and boards on young adult concerns.

Item #41. Status of Selected Videos & DVDs Committee (10 min)..... 12/16/05

Flowers, board liaison, questioned the relevancy of this committee, and the time limitation criteria in its procedures. She suggested a taskforce to examine this committee’s charge, policies and procedures and report to the Board at Annual.

**MO ED** by Flowers, seconded by Cornish, to set up a taskfor. 01 139-0116 B) Title Bndr Age (0) 26 3 B) H 2116 139



Item #47. Feasibility of a Joint Institute with ALSC (10 min) ..... 12/16/05

Perhaps other divisions should be considered for collaboration, although PLA would not be the best choice as they do not allow other divisions to present pre-conferences. Buron suggested approaching PLA through members who belong to both divisions. It was recommended that no action be taken regarding a joint institute at this time as YALSA has so many of its own revenue-generating projects in the works.

Item #48. Opportunities to Partner (10 min) ..... 12/16/05

Yoke wanted input from Board on partnership opportunities, particularly

Introducing Interest Groups into the YALSA structure entailed a vote by membership on the Spring ballot. Yoke indicated that in any interest group there be a minimum of 15 YALSA members who would promise to