

**PNBA Board of Directors Meeting
January Retreat, Edgefield, Troutdale, OR
Monday, January 27, 2014**

Board Members present:

Karla Nelson, Time Enough Books, President
Tegan Tigani, Queen Anne Book Co., Vice-President
Jamil Zaidi, Elliott Bay Book Co., Past-President
Leigh Ann Giles, Secretary/Treasurer
Becky Milner - Vintage Books
Courtney Payne - Chronicle Books
Maggie Freitag - Parnassus Books
Susan Richmond - Inklings Bookshop
Jack Wolcott - Grass Roots Books & Music

Staff Present:

Thom Chambliss, Exec. Director
Larry West, Exec. Asst. & Bookkeeper

Karla called the meeting to order at 9:00 am.

Member Business: or What Good We Do, for Whom, & at What Cost...2014

Karla began by saying that she thought the two most important aspects of the Association were still the social component (meeting with other booksellers and exchanging ideas and problems) and the Holiday Catalog. Jack said we need to find ways to get more members to do Catalog insertions. Tegan said we could do more Catalog focused educational events at the Show. Jack said the educational aspect of the Show was very important to him. The Board had a wide-ranging discussion of the just completed Winter Institute 9 in Seattle and the programs presented there. Jack asked if the Association could survive with fewer, but more active stores.

Thom discussed the new NCIBA program of producing “protected content” for special events for their stores. He thought this might be a very good way to help our stores increase their sales. He said we should watch the NCIBA program to see how successful it is and to talk to some authors and publishers in our region with the thought of the Association producing a similar program for our stores. He would like the OK of the Board to explore this option. He would start with discussions with the Seattle 7. The Board liked the idea and said to proceed.

Becky said the Association should not disregard having used bookstores as members. Most are now carrying new books and participate in Association events. Leigh Ann asked about library membership. Jamil wanted to know if the Bylaws even allowed library members. Thom read the membership section of the Bylaws and said they exclude no one who is actively involved in the “book business” in the region. Jack asked about going to a tiered membership system. Courtney thought we could do a better job of letting the sales reps know what their membership in the Association gives them.

Karla put forward the suggestion of a 2015 Spring Meeting in Seattle at the Pacific Market Center in Seattle. It could combine a Board Meeting, the ABA Spring Forum and a day’s visit to the sidelines vendors at the Market. Thom said he would explore that option and see if something can be worked out.

10:50 - Ten Minute Break

Fiscal Priorities - 2014 Budget

Thom talked about his proposed 2014 budget. It is very straight-forward with very few changes from this year. He said that educational expense would go up slightly, if the proposed Education Committee changes are approved. Courtney thought that we might reinstate sending the Board President to BEA and Winter Institute. There appears to be money in the budget once again and it could have value for the Association.

Courtney made a motion that PNBA send a representative to BEA in 2014. Maggie seconded the motion. A vote was taken and the motion passed with no opposition.

Executive Director Selection Process

Tegan said the Committee has compiled a list of the tasks that are needed for the selection process. She said they needed to come up with a format for a hiring committee of 3-5 members. Some people have already expressed interest in taking part, when the time comes. The Committee is using a Google Doc to build an outline of the process. Tegan asked Thom to provide a monthly outline of his tasks. Courtney said we should solidify the search committee process as soon as possible.

12:19 Break for Lunch

Awards Committee Proposal to Move Awards to Fall Show

Thom said that publishers won’t pay to have Award winning authors at the Fall Show. It is too late in the process. This Board and previous Boards have discussed the issue and decided against having an Awards event at the Fall Show. He suggested that we do an Educational session at the Fall Show where each of the Awards Committee members

would present two of their favorite books under consideration for an Award. It would be sort of a pre-shortlist presentation and allow Committee members to highlight books they like and hopefully get the bookstore membership more excited and involved with the Awards. The Board liked the idea and asked Thom and the Awards Committee to put something together for this fall's Show.

Proposed New Education Committee Rules

Thom asked the Board if they liked his proposed changes to the Education Committee as outlined in his written report and discussion at yesterday's Board meeting. He said that, as always, he would "backstop" the Committee in case someone on the Committee did not follow through with their commitments or meet their deadlines. There was a discussion of the added expense for Education under this new proposal. Thom said there was money in the budget and that it was important that booksellers have a say in author selection and educational offerings at the Show. There followed a general discussion of author events. Courtney asked if this proposal was "cleaning house" on the Committee. Thom said that the present Committee would be disbanded and then re-formed under the new guidelines. Nine people would be selected from various sectors of the industry. He told the Board that he thought the selection process should be a formal one by the Board, just like other Board committees.

Becky moved to accept the proposed changes to the Education Committee as presented. Tegan seconded the motion. A vote was taken and the motion passed with no opposition.

New Priorities - 2014

Jack asked what the Board thought the new bookstore paradigm might be. Courtney said that new and different models for bookstores were appearing. The Board discussed various possible ways that PNBA might help new booksellers. Tegan and Courtney liked the idea of an "Office Hours" event in a PNBA Board Booth at the Fall Show where booksellers could talk one-on-one with Board members.

Thom talks about BINC (Book Industry Charitable Foundation) and the various programs they have to assist retail booksellers in need. He suggested that this might be a very good organization to consider giving some, or all, of our Literacy funds to. The Board discussed this at length and really liked the idea. They talked about ways to promote it at the show and possibly re-branding out "Literacy Badges" as "BINC Badges."

Courtney moved that PNBA donate all of the Literacy funds collected at the Fall 2014 Show to BINIC. Becky seconded the motion. A vote was taken and the motion passed with no opposition.

Karla reiterated her proposal to have a spring 2015 event of some kind in Seattle in conjunction with the Pacific Market Center and the ABA Spring Forum. Thom said he would look into the possibility and have some answers at the Spring 2014 meeting.

Thom explained to the Board that some of the Executive Directors of the other Regional Associations would like for all of the regionals to change the name of their Fall Shows to "Discovery" or something with the word "discovery" in it. They thought this re-branding would somehow help gain more publisher participation. Thom asked the Board what they thought of the idea. There was a lengthy, and often humorous, discussion of the matter. Most of the Board disliked the idea of using the word "discovery" and most could see no useful reason to change the name at all. They said they would "mull" it over until the Spring Meeting.

Thom presented SIBA's idea of having the Regionals publishing a "humor" book of what authors would like to have on their tombstones. The Board thought that author tombstone epitaphs was a VERY bad idea and sent the wrong message, given today's industry problems. The Board discussed other, more appropriate possibilities.

New Business

Jack brought up the issue of net pricing. He talked extensively about it and thought it was an issue that should be discussed once more by the Association.

Jack spoke at great length about Edelweiss and Above the Treeline, the problems he was having with the software, and the lack of answers to his questions that he was getting from the company's reps. He believes this is an issue that other booksellers are having as well and wondered if the company might be more forthcoming if the Association were behind him in his questioning. He asked the Board to make him the liaison between PNBA and Treeline/Edelweiss. The Board suggested that Jack might do some articles for Footnotes about his problems and see if other booksellers are having the same concerns. Maybe it was time to do another Roundtable on Edelweiss at the Show?

Jack moved that the Board empower him to survey member bookstores regarding their issues with Edelweiss/Treeline and report back to the Board by the March 2014 meeting. Maggie seconded the motion. A vote was taken and the motion passed with no opposition.

Courtney moved that the March 2014 Board meeting be held in Portland on Tuesday, March 25th, the day before the ABA Spring Forum, from 1:00pm - 5:00pm at a location to be announced. Leigh Ann seconded the motion. A vote was taken and the motion passed with no opposition.

Announcements

ABA Spring Forum NW, Portland, Wednesday, March 26

Fall Board Meeting, Thursday, Sept. 25, 1:00 - 5:00pm, Hotel Murano, Tacoma, WA

Susan moved to adjourn the meeting. Tegan seconded the motion. A vote was taken and the motion passed with no opposition.

Meeting adjourned at 5:26pm

Meeting minutes by Larry West.

Approved by Leigh Ann Giles, Secretary/Treasurer

Signed_____ Date_____