



Minutes
PNBA Board Retreat
Friday, February 9, 2018
Red Lion, Olympia, WA

Board Members Present:

Shawn Donley, Hachette, President
Carol Price, Bookpeople of Moscow, Vice-President
David Hartz, Book 'n' Brush, Secretary / Treasurer
Tegan Tigani, Queen Anne Book Co., Past-President
Colleen Conway, Penguin Random House
Emily Adams, Third Place Books
Tina Ontiveros, Klindt's Booksellers

Staff Present:

Brian Juenemann, Exec. Director
Larry West, Exec. Asst. & Bookkeeper

Board Members Absent:

Brad Smith, Paulina Springs Books
Pam Cady, University Book Store

President's Welcome & Introductions

Shawn called the meeting to order at 9:20 am.

New Board Member Nominations

David Hartz, Tegan Tigani and Colleen Conway will be leaving the Board this year and three replacements must be found. The Board had a discussion of possible candidates and came up with the following list:

Christine Foye from Simon & Schuster
Laura Delaney from Rediscovered Books in Boise, ID
Jenny Cohen from Waucoma Bookstore in Hood River, OR

With possible back-ups of:

James Crossley from Island Books in Mercer Island, WA
Ariana Paliobagis from Country Bookshelf in Bozeman, MT

Carol moved to accept the list of possible Board candidates. Tina seconded the Motion. A vote was taken and the Motion passed with no opposition.

Awards Committee

Dianah Hughley has agreed to stay another year on the Awards Committee, so the Committee will only need to fill three vacancies. After discussion, the Board decided to ask the following people to serve on the Committee:

Hana Boxberger from Village Books in Bellingham, WA
Earl Dizon from Green Bean Books in Portland, OR
Alexa Butler from Beach Books in Seaside, OR

Education Committee

The Education Committee will need 3-4 new members this year. The following names were suggested as possibilities:

Rosanne Perry, Portland author
Alison Kastner from Multnomah County Library
Peter Quinn from Writers' Workshop & Imprint Books in Port Townsend, WA
Sarah Hutton from Village Books in Bellingham, WA
Mark Holtzen, Seattle author

Winter Institute Wrap-Up

Carol & Shawn reported that there seemed to a lot of young people and first-timers in attendance and lots of good energy. There was still much talk about diversity in the industry. Carol mentioned that there was a movement in the U.S. to implement the "Batch" system now being used in England.

Education Day Wrap-Up

Brian reported that he would keep trying to get a keynote speaker for Education Day and would explore the possibility of making changes to the Rep's Pick event.

Book Awards Requirements

The new Awards criteria were discussed during yesterday's Awards Committee Report. Tegan suggested that we give memberships to each of our Award winners each year. Brian indicated that would not be a problem. David asked about ongoing memorial awards and highlighting special awards on our website. Brian said that Committees over the years had given special awards but not on a yearly basis.

PNBA Logo Origin/Action

The PNBA logo uses Native American art and recently some questions have been asked about the origin of the logo.

Larry has researched Association records and was able to piece together a short history of the logo:

It was originally a totem pole image adopted sometime in the 1970's -- probably clip-art and probably because NW tribal art instantly say Pacific NW to the outside world. In the early 1990's -- probably to modernize the logo -- a graphic artist was hired to redo the logo as a totem pole made entirely from books. This

version was used for about five years, when it was again redesigned to the logo we have today.

This redesign seems to have been done to modernize the logo for marketing purposes. The only reference to the change was this entry found in the Marketing Committee Report from the Fall 1997 Board Meeting Minutes: "M. Ransome updated the Board on Progression of implementing the new logo. We have not received any feedback from the Native American culture to ensure there are no problems with the new logo. J. Clarke and R. Kirkpatrick will assist in clearing the logo".

The only other entry concerning the logo was from the Marketing Committee report in the Spring 1998 Board Meeting Minutes: "M. Ransome announced that PNBA has a new logo." Obviously, some Tribal approved the use of the logo.

Larry reported that this is all the information he has been able to locate concerning the origins of our current logo. We are attempting to contact some of the people involved in the hopes of learning who designed the current logo and what Tribal agency approved it.

Tina spoke about the fact that Native American tribes were becoming more sensitive about their art being appropriated for other uses. She will supply the Board with some recent articles she has come across concerning this issue.

The issue was discussed at length. Some of the Board felt that we should be proactive and have a new logo designed that has a flavor of the Northwest without using Native American art. Brian said that we have never had any complaints from anyone about the logo and he would like to finish researching the origins before any decision is made to replace it. He will come to the Spring Meeting with any further information we can uncover.

Diversity and Community

The Board had a discussion on our continuing goal of expanding diversity in our industry in the Pacific Northwest.

Colleen said that in order to get more diversity in the featured authors at the show we need to have more discussions with the publishers. We can tweek the selection process a bit but ultimately we can only select from what is offered to us. We could also use more input from our bookstores.

She also suggested that the "Call for Authors" be sent to our member Reps in the hope of getting more involvement in the process from them.

Member Benefits

Brian said that we are always looking for ways to provide more benefits to our members and would hope to get some new ideas from the Board.

He said that when it became obvious that the Association was going to have a very good financial year, he had increased the Holiday Catalog Co-Op rate from

the promised 3.5¢ to 4¢. Because we already give back so much via the Catalog, he feels that program has been maxed out.

When it comes to the Show, he said we have no plans to raise any of our prices for author appearances, exhibit fees or drayage. Those prices have been stable for many years and he sees no reason to raise them at the moment.

Hotels continue to raise their meal prices for our events at the Show. We can “give back” to our bookstores by absorbing these hotel price increases and holding down the ticket prices at the Show events.

He said that we could also offer more “diversity” scholarships to the Show. Tegan thought it was a good idea to find more ways to help our member stores send people to the show who otherwise could not afford to attend.

She also suggested that we might come up with some kind of program for “distance learning” aimed at members who cannot attend our educational programming at the show. We could also use it for other educational help throughout the year.

Other suggestions included:

- Somehow incentivize booksellers to read Footnotes, report to ABACUS and report their sales to the regional best seller list.
- A marketing online Zoom roundtable on subjects of interest – putting on bookfairs, etc.
- A printed map of member bookstores in our region to be given out by our stores and by state tourist agencies.
- Giving a mileage credit to stores attending the Fall Show.
- PNBA organized author tours to stores in our region similar to what George Wright of C3 Productions did for several years in Oregon.

New Business

Merchant “Safe Space”

One of our stores on the Oregon Coast had just had a situation involving an “active shooting” threat in their community and had wanted to offer their store as a community “safe space”. They wondered if PNBA or any other member stores had a prepared policy or procedures for such an eventuality.

The Board discussion centered around what PNBA could realistically do. It was felt that we might do an education session on procedures for dealing with natural disasters – fires, floods, storms, etc. We could disseminate information from ABA and stores throughout the country who have had to deal with these issues first-hand. When it comes to “shooting” or other public safety issues,

stores should be talking to their police departments and emergency management agencies. PNBA is not qualified to speak to these kinds of events.

ABA Spring Forum

A question was asked as to what the subject of the ABA Forum would be. Brian said we did not know for sure but he thought it might be a “Bookstore Planning Calendar” as had been discussed at the Winter Institute.

Announcements & Schedules

The Spring Board Meeting will be held on March 18 from 1:00 – 5:00pm at the Sorrento Hotel in Seattle, WA. This is the day before the ABA Forum and only a few blocks from Elliott Bay Bookstore, where the Forum will be held.

ABA Spring Forum, March 19 from 10:00am – 2:00pm at Elliott Bay Bookstore in Seattle. Lunch will be provided.

PNBA Spring Authors on the Map event, March 19, after the ABA Forum in the Restaurant next door to Elliott Bay

Independent Bookstore Day: Saturday, April 28

Book Expo: NYC, May 30 – Jun 1

Fall Board Meeting: Thursday, Sept. 27, 1:00 – 5:00pm, Hotel Murano, Tacoma

Meeting was adjourned at 4:40 pm

Meeting minutes by Larry West.

Approved by David Hartz, Secretary/Treasurer

Signed _____

Date _____