



**Minutes
PNBA Board Retreat
Thursday, February 8, 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 1:35 pm. He said he felt that 2017 had been a pretty good year for most bookstores and that the Fall Show at the new venue in Portland had been a big success. He then asked each Board member to talk a minute about what they were reading.

Approval of the Minutes

David asked if there were any questions or corrections to the Minutes from the Fall Board Meeting and the Fall General Membership Meeting. Being none, he asked for a Motion to approve.

Carol moved to accept the Minutes from the Fall Board Meeting and Fall General Membership Meeting as recorded. Colleen seconded the Motion. A vote was taken and the Motion passed with no opposition.

Secretary/Treasurer's Report

David presented the written Bookkeeper's report and asked Larry to add any updated information. Larry reinforced the fact that we were slated to have a very good year. Even after making an unbudgeted \$5000 donation to BINC at the Trade Show we are still on track to being around \$50,000 in the black. This could be a record and will go a long way toward making up the huge losses we suffered in 2009 and 2011. Final figures will be available at the March Board meeting.

We did so well this year because of a big jump in Bookseller Blast advertising revenue, holding expenses in line and a Fall Show that brought in more revenue and cost us less than we expected. The Red Lion turned out to be no more expensive than the old Holiday Inn. Because we were doing so well, Brian raised the Holiday Catalog Co-Op from 3.5 cents to 4 cents as an unexpected bonus for our participating stores.

The Association continues to be in a very healthy financial position.

A question was asked about a donation to Independent Bookstore Day. Brian said that none had been made in 2017 but that we had donated some money for 2018.

Carol moved to accept the Secretary/Treasurer's Report. Emily seconded the Motion. A vote was taken and the Motion passed with no opposition.

Executive Director's Report

Brian went through his written report with the Board.

He said that, with the help of Ellie Blue and James Crossley, PNBA now had a Code of Conduct that will be posted on the website and at all of our shows and events.

2018 Budget Presentation

Brian and Larry presented a proposed 2018 budget to the Board.

Colleen asked about the drop in Staff Expense. Larry explained that some items of "Staff" expense were now being expensed to separate categories like Show Program and Tradeshow Professional Fees. This is because we are now contracting out more tasks connected with the Trade Show – rather than doing them in-house.

A final Budget will be presented for approval by the Board at the March meeting.

Break for 10 minutes

Committee Reports

Education Committee

Brian went over the Education Committee report with the Board. He said the elimination of “tracks” had worked very well, the combined First Timer session was a success and the Fifth Period event was well attended.

It was suggested that we come up with a means of identifying “First Timers” and “Mentors” at the Show – possibly via ribbons attached to their name badges.

The Committee is also asking that the Call for Education Proposals be sent out earlier so that the Committee has more time to work on them.

There was a discussion of how to get more librarians involved in the show. The librarians that do attend are very enthusiastic but their numbers are small. David volunteered to do some outreach to his local libraries. Tegan volunteered to help refresh the content on our website. Tina thought we should emphasize partnering with local bookstores. It was suggested that a link to Library Reads be added to our website.

There was another long discussion of the Rep Picks event. Colleen said she had heard some complaints from a few sales reps about people coming and going and not paying attention. Also they disliked it being on at the same time as other educational programming. Brian pointed out that our show schedule was completely full and that we had no other time to hold the Rep Picks without removing a paying author event and losing that revenue. We are the only Association to offer the Rep Picks at no charge. Would the reps be willing to begin paying for the Picks if we gave them an exclusive time slot? No one knew the answer to that, but suggested we poll the member reps in order to find out.

Tina said she would be willing to lose an author event in order to have more time for Rep Picks. She thought that was more valuable to her. Several other Board members agreed. Brian said this was the first time he had heard that bookstores might like to have fewer authors and more time with reps. He would take it under advisement.

He ended by saying that the Committee would like to keep trying for a keynote speaker for future shows.

Awards Committee

Brian reported that we had a record number of Awards nominations this year – around 400. The Committee is being overwhelmed with books that stand little chance of winning or that are not available to our stores if they were to be chosen.

The Committee was not in favor of adding a nomination fee, but felt that some new eligibility criteria were needed – a valid ISBN, industry standard wholesale terms, easy availability for our bookstores, etc. Brian and the Committee are

working on the wording of a new eligibility statement to be posted on our website.

Holiday Catalog

Brian reported that the Catalog was a continuing success. We finally managed to get together with ABA and get an IndieBound compatible web version available this year. The format was not ideal, but he has hopes that, going forward, we can work with ABA to improve the visual aspects and presentation of the online catalog.

He also reported that he was exploring the possibilities of direct mail distribution that some stores have asked for.

At 5:00 pm the regular meeting was adjourned and the Board went into Executive Session for the annual Executive Director’s Evaluation discussion.

Meeting minutes by Larry West.

Approved by David Hartz, Secretary / Treasurer

Signed_____

Date_____