

PNBA Fall General Membership Meeting

September 26, 2014

Hotel Murano, Tacoma, WA

Board Members present:

Tegan Tigani, Queen Anne Book Co., President
Becky Milner - Vintage Books, Vice-President
Leigh Ann Giles, Secretary/Treasurer
Karla Nelson, Time Enough Books, Past-President
Colleen Conway, Penguin Random House
Maggie Freitag, Parnassus Books
Shawn Donley, Powell's Books
David Hartz, Book 'N' Brush

Board Members absent:

Jack Wolcott - Grass Roots Books & Music

Staff Present:

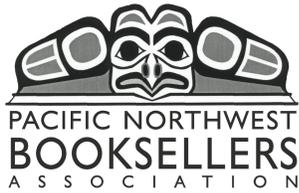
Thom Chambliss, Exec. Director
Larry West, Exec. Asst. & Bookkeeper
Brian Juenemann, Marketing Director

Call to Order, Introductions & President's Report

Tegan called the meeting to order at 5:30 pm. She asked the Board members and staff to introduce themselves. She thanked all of the staff, volunteers, Awards Committee and Education Committee for their hard work. She reported that the Board will have a table on the show floor, staffed by Board members, and she encouraged the membership to stop by and share their ideas, suggestions and concerns with the Board. She said the IndieFirst program and Small Business Saturday were very successful and she was very optimistic about the future. She reported that Wi10 was sold out and encouraged all our stores to take part in National Independent Bookstore Day, which will be held Saturday May 2, 2015.

Approval of Minutes from October 6, 2013 Meeting

Leigh Ann asked if everyone had read the Minutes from the Fall 2013 General Membership Meeting and asked if there were any additions or corrections. There were none.



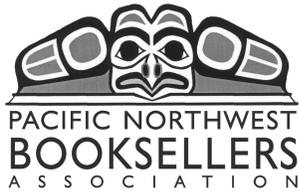
Libby Manthey moved to accept the Minutes from the 2013 General Membership Meeting as presented. Claudia Wohlfeil seconded the motion. There was no further discussion and the motion passed with no opposition.

Financial Report

Leigh Ann recapped the written Bookkeeper's Report, pointing out that the Association had ended 2013 \$10,810.70 in the black and that our total assets at the end of 2013 stood at \$371,091.11 and that the Association was in a very healthy financial position. PNBA Bookkeeper Larry West added that our income so far this year looked to be coming in right on target and that Brian had succeeded in increasing our advertising revenues well over what we had budgeted. He said the current year looked positive but that all expenses would not be known until year's end. Brad Smith of Paulina Springs Books asked if our increase in revenue was a sign of things improving overall. Thom said that the overall situation was not improving. The only reason we were showing increases was because we had lowered our expectations, budgetwise. Brad asked if publishers were showing more interest in our shows. Thom said no. We were just seeing a shift from large publishers to small publishers signing up for exhibit space.

Libby Manthey, of Riverwalk Books asked if the Board was considering spending down the Association's "rainy day fund." She also wondered if NW Booklovers was worth the expense of continuing. Thom said the "rainy day fund" is going down no matter what we do, but he was going to ask the Board, at its January Retreat, to consider spending some of it down on scholarships to the show, etc. He said that Booklovers was discussed at every Board meeting. He said the losses for Booklovers were much smaller than in previous years. Brian said that Booklovers was worth continuing because it was a very helpful sales tool for him and was the one unique thing we did as an Association. It makes PNBA stand out with publishers and authors. Brad thought Booklovers was worth doing and asked if we could measure Booklover's metrics. Larry pointed out that it has a lot of intangible benefits that won't show up in the metrics. Melissa Opel, of Auntie's Bookstore said a lot of stores are finding it valuable as a source of material they can use for their own websites and newsletters. She wondered if we could survey the membership to find out who is using it and how they are using it.

Brad Smith moved to accept the Financial Report. Karla Nelson seconded the motion. There was no further discussion and the motion passed with no opposition.



Executive Director's Report

Thom reported that we had sold out our room block at the Murano. He said his room estimate was too conservative and he apologized. He said we were showing fairly good attendance at the show so far. 200 people attended the Saturday Breakfast, a very high number. We have had very good attendance at all of the Educational Seminars. He said that vendor exhibits are about the same as last year and that staff had been working very hard to try and get more non-book vendors.

He reported that two new events have been added to the show. A second late night event following the Feast, called the Sweet & Greet has allowed us to feature 10 additional authors at the show. We have also added a Raffle on Sunday with lots of good prizes from vendors and from PNBA. This was added in an attempt to have more people stay for the second day of exhibits. We need to support the independent reps, and they need this second show day.

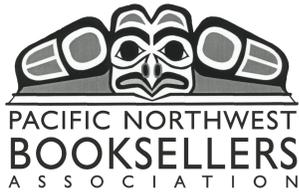
Holiday Catalog Report

Brian presented the Holiday Catalog cover art to the membership. He said the catalog had the best title count in seven years and that we are having the best store participation in years. He said the number of stores imprinting the catalog is up. In answer to a question, he said that he always offers a special rate to regional publishers. He believes we have an extremely good product and we should not undervalue it.

Committee Reports

Awards Committee Report

Committee Chair, Billie Bloebaum reported that the Committee had received over 300 titles so far. She said the Committee was holding a meeting on Saturday to begin whittling the list down to potential winners. Katie Mehan, of Penguin Random House expressed her desire that the Awards could be announced before Christmas for better sales and promotional possibilities. Several ex-Awards Committee members in the audience commented that the issue had been discussed for years and it was always felt the winners would just get lost in the Christmas rush and that it was good for the stores to have something to promote after the holiday season.



Education Committee Report

Committee Chair, Libby Manthey said that all of this year's sessions went very well and thanked the Committee for their hard work. She said the Committee had been reorganized this year and the process had not gone as smoothly as everyone hoped, but they would be better organized and prepared next year. She said the Committee was having a meeting on Saturday and invited anyone who wished to come and offer suggestions for next year's programs.

Old Business

ABA Activities

Dan Cullen from ABA reported to the Board on current ABA programs. He said that IndiesFirst had a great first year and that this year was shaping up to be even better. He encouraged all our stores to participate and asked PNBA to help promote it to our stores. He said that IndiesFirst had been useful to ABA in their ongoing talks with publishers.

He reported that Wi10 had sold out in just 50 hours via their online registration site. There are still scholarships available.

He reported that there will be a Children's Institute in 2015 in Pasadena, CA following the LA Times Book Fair.

New Business

There was no new business.

Announcements

Board Retreat will be at McMenemy's, Troutdale, OR on Sunday & Monday,
January 25 & 26, 2015

Wi10 will be in Asheville, NC, Sunday - Wednesday, Feb 8 - 11, 2015

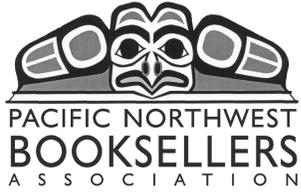
ABA Spring Forum, Seattle, WA on Tuesday, April 7, 2015

National Independent Bookstore Day, Saturday, May 2, 2015

BEA, NYC on Wednesday - Friday, May 27 - 29, 2015

PNBA Fall Board Meeting, Thursday, Oct 1, 2015, Holiday Inn PDX

PNBA Fall Show, Friday - Sunday, Oct 2 - 4, 2015, Holiday Inn PDX



Libby Manthey moved to adjourn the meeting. Sally McPherson seconded the motion. There was no further discussion and the motion passed with no opposition.

Meeting Adjourned at 6:37

Meeting minutes by Larry West.

Approved by Leigh Ann Giles, Secretary / Treasurer

Signed _____ Date _____