

PNBA General Membership Meeting
Saturday, October 13, 2012
Hotel Murano - Venice Room

Board Members present:

Karla Nelson, President
Tegan Tigani, Vice-President
Brad Smith, Secretary / Treasurer
Jamil Zaidi, Past-President
Maggie Freitag, Parnassus Books
Leigh Ann Giles, Western AS Bookstore
Becky Milner, Vintage Books
Susan Richmond, Inklings Bookshop

Staff present:

Thom Chambliss, Exec. Director
Larry West, Exec. Assistant / Bookkeeper
Brian Juenemann, Marketing Director

Absent:

Courtney Payne, Chronicle Books

Call to Order, Introductions & President's Report

Karla Nelson called the meeting to order at 5:30 pm. She asked the Board and Staff to introduce themselves. She reported that the Board had met the day before and had voted to hold the 2013 Fall Show in Portland. She said we were waiting to see all the costs for the Tacoma Show before deciding when to return. The Board has voted to continue NWBL for another year. She said the dues are scheduled to increase to \$175 per year for new members in 2013, with a \$25 discount for renewing members, and that the Board will be considering a new dues schedule at it's January Retreat. The Board voted to support a literacy program with the Seattle 7. She told the membership that the finances were looking pretty good for this year.

Approval of Minutes from October 13, 2011 Meeting.

Brad Smith asked if there were any corrections or additions to the minutes as presented.

Claudia Wohlfeil of U. of Idaho Bookstore moved to approve the minutes as presented. Libby Manthey of Riverwalk Books seconded the motion. There was no further discussion and the motion passed with no opposition.

Financial Report

Brad Smith reported that 2011 had been a tough year for PNBA ending with a \$34,000 loss for the year. This was primarily caused by the underperformance of the Holiday Catalog and the fact that NWBL did not bring in the revenue we had projected. The 2011 Catalog fell back to 2009 levels. Our 2011 budget contained a total revenue level of \$427,000, but we only realized \$388,000 from all of our revenue sources.

At the January 2012 Retreat the Board looked at the figures and the projections for 2012 and decided to accept a 2012 Budget that projected a \$33,800 loss for the year. The Board decided that rather than cut programs to try and balance the budget, it was better to use some of our “rainy day fund” to keep our programs healthy. Brad said he was pleased to report that 2012 was looking much better than expected and we might not have quite the loss we expected.

Executive Director’s Report

Thom began by reminding the membership that the financial numbers on the reports are for 2011 because we are having only one GM meeting per year. He said we will not know exactly how 2012 will end-up until we get all the numbers from the Tacoma show.

Thom reported that member bookstores had declined during the year from 155 to 146 and we had expelled one member during the year for violation of PNBA’s policy of selling books received free at the Show. Our total membership in 2012 is 296, down from 306 in 2011. Pre-registration figures for the Tacoma show are 90 stores sending 245 booksellers. This is down slightly from last year. Event ticket sales are at about the same level as last year. The 2013 show will be in Portland at a date to be determined. Thom said it has become more important that ever to have a location near a major airport in order to attract good authors for the show. He told the membership about the new event at King’s Bookstore. He encouraged everyone to attend that as well as the Nightcapper later this evening.

Chris O’Harra of Auntie’s Bookstore asked what extra expenses there were in holding the show at the Murano. Thom explained in some detail.

Holiday Catalog Report

Brian Juenemann showed the membership the cover of the new Catalog and said they were being shipped out to stores this week. He reported that the Catalog title count was up and hopefully leveling out. He said we got no titles from Disney and almost none from Random House, but we had a big increase in titles from Hachette. He reported that we have had good response from our stores, but distribution numbers have slipped to around 900,000. He felt we would probably never get back up to our high of a little over 1 million. We have had store closings and will probably have more this year. Katie Mehan of Random House asked if Brian could create a one-page, statistics sell-sheet for reps to use when talking to their publishers. Brian said he would be happy to.

Literacy Committee Report

Maggie Freitag reported that the Committee had received five Grant applications for a total of \$1214.62 - the lowest we've ever received. These will be reviewed and approved by the Committee soon. She said that we have taken in \$4100 in literacy donations at the show so far. This money comes from the purchase of Literacy Stamps on your show badge. Thom said the Committee will be looking at ways to change the program in the hope of getting better participation.

Awards Committee Report

Tegan Tegani said the new deadline was working out well. The Committee had received about 230 book nominations. She said the Committee was better prepared this year, was using email communication more and had a live spreadsheet to log their choices. The Committee will be meeting on Sunday to narrow down the list and should have a Short-List by November. The Award winners will be announced after the first of the year, as usual. She said the Awards will be promoted heavily on NW Booklovers and encouraged the membership to get behind the Awards program.

Education Committee Report

Karla Nelson reported that "we had education" and it was good! She said there was a good balance between types of sessions and that librarians, in particular, were thrilled by our educational events.

Old Business

Libby Manthey of Riverwalk books asked if we should be continuing a program like NWBL that was bringing in almost no revenue. She thought we needed to look closely at expenses. Karla Nelson said the Board has had long discussions all year about the site and they decided to give it another year. Thom said the content had been changed in June, the site was gaining momentum and we were receiving income from other sources because of the site. He said that authors love it and are it's biggest supporter. Tegan Tigani said it was not just about revenue, but relevance. It allows us to connect with members in different ways. Brad Smith said that NWBL may never do much for booksellers directly, but it will be a benefit to PNBA overall. Karla Nelson explained to the membership how Brian uses the site to sell other ads to publishers. Mellissa Opel from Auntie's Bookstore suggested that we could do a member survey to see what they thought of the site.

Chris O'Harra of Auntie's Bookstore asked if PNBA would be making any staff cuts this year. Thom said he will be looking at that possibility. He said the he is the major staff expense and that the Board will be talking to him about his position.

ABA Activities

Dan Cullen and Joy Dellanegra-Sanger were at the meeting representing ABA. They thanked the Association for giving them time to address the membership. They said that WI8 will be in Kansas City on Friday, Feb. 22, 2013. The ABA Board had capped WI at 500, but there were still places left and ABA had some scholarships still available.

They said the Kobos program was an evolving project that they were very excited about and invited everyone to stop by their booth at the show and try out the machines.

They said that Small Business Saturday had been a huge success last year and encouraged all the stores to support it this year.

New Business

There was no new business.

Announcements

The Board Retreat will be Sun & Mon, Jan 27-28, 2013 at McMenemy's Troutdale, OR
WI8 will be held in Kansas City, MO, Sat-Mon, Feb 22-25, 2013
World Book Night will be Tues, April 23, 2013
BEA will be in New York City, Wed-Sat, May 29 - Jun 1, 2013
PNBA Fall Show 2013 will be in Portland, TBA

Pat Rutledge of A Book for All Seasons moved to adjourn the meeting. Claudia Wohlfeil of the U. of Idaho Bookstore seconded the motion. There was no discussion and the motion passed with no opposition.

The meeting was adjourned at 6:27 pm.

Meeting minutes by Larry West

Approved by Brad Smith, Secretary / Treasurer

Signed: _____ Date: _____

