



**Art Libraries Society of North America 34th Annual Conference
Fairmont Banff Springs Hotel, Banff, Alberta
May 5-9, 2006**

**Development Committee Meeting Minutes
Saturday, May 6, 2006
6:10-7:30 PM**

Outgoing chairs:

Kim Collins, Emory University
Allen Townsend, Amon Carter Museum

Incoming chair:

Jon Evans, Museum of Fine Arts, Houston

In attendance:

Amanda Bowen, Harvard University; Kim Collins, Emory University; Jon Evans, Museum of Fine Arts, Houston; Susan Flanagan, Getty Research Institute; Eileen Fry (SEI representative), Indiana University; Fran Scott (incoming board liaison), Rensselaer Polytechnic Institute; Allen Townsend, Amon Carter Museum; Lynda White (outgoing board liaison), Ann Whiteside (Vice President/President-Elect), Massachusetts Institute of Technology

Absent:

Ted Goodman, Columbia University; Milan Hughston, Museum of Modern Art; Linda Tompkins-Baldwin, Baltimore Museum of Art

Recorders:

Jon Evans, Museum of Fine Arts, Houston
Kim Collins, Emory University
Allen Townsend, Amon Carter Museum of Art

Minutes:

Committee Co-chair Kim Collins opened the meeting by thanking the 2005-06 Committee Members for their hard work on the Banff Conference fund-raising efforts. She expressed particular thanks to Allen Townsend for serving so ably as Co-chair during her absence while on maternity leave. She and Mr. Townsend then provided a recap of development efforts leading up to the Banff conference. Mr. Townsend noted that he attended the CPAC meeting in Banff in June 2005 in preparation for fundraising activities. He was pleasantly surprised to find that the local conference chairs had already begun fundraising activities, generating significant monetary and in-kind pledges and contributions.

ARLIS/NA Treasurer Lynda White reported on the budget as it related to development. She presented a spreadsheet detailing conference sponsorships totaling \$39,365.38 thus far. She also noted that Society Circle contributions totaled \$9,200 this year, which was roughly a 20% decrease over the previous year.

However, this still well exceeded the amount raised for the two years prior to that. Ms. White also presented a separate breakdown of development-related expenses for 2006 and the previous three years for comparative purposes. She inquired as to how valuable this document was for the committee. Jon Evans indicated that he would discuss with the outgoing chairs to determine whether this would be necessary for future years and get back to Fran Scott. Ms. White then reminded the committee that any Special Funding requests for the coming year would need to be submitted to Ms. Scott by July 15.

Ms. Collins noted that this coming year marks the 35th anniversary of The Society's founding and that perhaps a separate Society Circle fund should be established to commemorate the event. Questions concerning the current fund groups to which Society Circle funds are applied ensued. Both Ms. Collins and Mr. Townsend weighed in, remarking that discussions with Greg Most, previous Development Committee chair and Society Circle initiator, had led them to review the issue. Mr. Townsend noted that funds can be applied to one of three restricted funds: Conference Speakers Fund, Travel Awards Fund, Internship Fund, or given as an unrestricted gift to ARLIS/NA. The suggestion to support a Summer Education Institute scholarship was raised, though it was noted that in creating SEI it was envisioned that this would be a self-sustaining endeavor that did not require special outside funding of individuals.

Eileen Fry then addressed the committee about the forthcoming 2006 Summer Educational Institute for Visual and Image Management. Ms. Fry stated that they will be putting out a plea for publications support. In the past, three publications have been provided for each attendee, which have been largely donated by publishers. However, the costs associated with copies for all 45 attendees have not been covered and therefore require additional funding. She noted that the SEI fundraisers will be approaching roughly the same institutions that provided support last year. Mr. Townsend commended the work of the SEI noting that this has been a true success story and a model program for the field. He also shared Ms. Fry's disappointment at the narrowing field of potential donors. Discussion ensued about various reasons for this and a hope that more content management providers would support ARLIS/NA and VRA efforts. Ms. Fry shared their fundraising letter with the committee and asked for input. Ms. Collins made several suggestions about the streamlining the letter and agreed to provide further input following the meeting.

Mr. Evans then welcomed new members to the committee, Susan Flanagan, Getty Research Institute, Amanda Bowen, Harvard University, as well as board liaison and ARLIS/NA Treasurer Fran Scott, Rensselaer Polytechnic Institute. He also acknowledged the contributions of last year's committee members and thanked Ann Whiteside for her support. In particular, he recognized the leadership of Ms. Collins and Mr. Townsend as the outgoing co-chairs.

A brief review of Society documents was undertaken, including a review of the committee's charge as laid out by the *ARLIS/NA Policy Manual*. The *2006-2009 Strategic Plan* was also reviewed in order to place the committee's work in context. Mr. Evans reminded the committee that it was essential that all fundraising activities undertaken by the Society be filtered through this committee so as to provide coordinated fundraising efforts.

Mr. Evans noted that the Committee's listserv would remain at its current address

(DEVCOM@LISTSERV.CC.EMORY.EDU) in the coming year. He thanked Ms. Collins for continuing to host this at her institution.

Mr. Townsend provided an update on the status of the Prospects List, which has undergone considerable revision in the past year. Significant weeding has brought the number of contacts down from 200 to roughly 100. He stated that some final updates will be undertaken in the coming weeks before handing this over to the incoming committee. Ms. Bowen suggested that a revised format in Excel might provide a more readable and functional list.

Mr. Evans inquired about the timing of approaches. Long-standing members indicated that mid-October through mid-November is appropriate, noting that timing is partially driven by details about conference programming that come from the conference Programming Chair/s. In response to Mr. Evans' question pertaining to the most appropriate format for contacting potential prospects, Mr. Townsend stated that a survey conducted a number of years ago indicated that respondents preferred email over other forms of communication for any initial contact.

With regard to the relationship between the committee and headquarters, it was noted that Craig Fleming is now on board and should help facilitate communication. However, he has yet to be involved in the invoicing process. One question that arose concerned benefits for members of the Society Circle, such as having the Circle's member list published in *Art Documentation* and how the list is updated.

Concerning new approaches, Mr. Evans suggested that perhaps the time is right to reconsider a planned giving program, which was investigated a number of years ago. Given the current fundraising climate and the merger of many larger sponsors, it seems that a fresh perspective for development activities is worthy of consideration. The committee agreed that this should be pursued in the coming year.

An issue brought to the attention of Mr. Evans by Internship Award Chair Henry Pisciotta was that of considering a diversity internship award. According to Mr. Pisciotta, there were in excess of 60 applicants for the internship award this past year and that the pool consisted of several individuals of diverse backgrounds. Ms. Fry seconded this as a member of the Internship Award Committee, noting the high quality of applicants of diverse backgrounds. It was agreed that this was worth pursuing, but that the committee could not take this on in addition to its other commitments. Therefore, it was decided that we would encourage Mr. Pisciotta or another member of his committee to pursue funding options, such as a grant, with the full support and approval of the committee.

In response to a question about how the committee can best acknowledge our most loyal exhibitors and sponsors, Ms. Flanagan suggested that we profile a Society supporter in the same way that we feature members on the Society's website. This was heartily endorsed by the committee.

Mr. Evans then raised the issue of promoting the Atlanta conference to members, sponsors and exhibitors. Ms. Collins stated that Atlanta has much to offer, including convenient access to the city, an excellent location for the conference hotel, and easy modes of transportation once on site. She did express concern about the level of regional sponsorship opportunities.

A scholarship honoring a retiring ARLIS/NA member was proposed. Several options were considered and it was agreed that an outstanding teaching scholarship would be most appropriate. Ms. Fry will pursue.

The meeting adjourned at 7:30 p.m.