

**Minutes from Meeting on Sunday, June 10, 2018**  
**Betty Foster Public Library**  
**405 Shaffner St, Ponder, TX 76259**

**Call to Order**

Meeting was called to order at 2:08PM by President, Tina Hager.

**Establish Quorum**

Quorum established.

**Members Present**

Tina Hager, President, Jan Sikes, Vice President, Katherine Boyer, Treasurer, Judy Lowe, Parliamentarian, Seraluna Sanchez, Secretary, Janet Sever Hull, Chris Manno, Charlotte Canion.

**Approve Minutes**

Minutes were read.

Jan made motion to approve previous meeting's minutes, seconded by Charlotte. Minutes stand approved.

**Treasurer's Report**

Treasurer, Katherine Boyer, presented the current financial statement. At the time of the meeting, the current balance stands at \$2040.70. Katherine presented the Projected Itemized Budget. One returned cheque from 4/12 has been re-deposited and is present in the running balance. Seraluna made a motion to accept the treasurer's report and Jan seconded. Motion passed. Treasurer's report stands as read.

**Presentation by Alan Bourgeois with the Texas Association of Authors**

Tabled as presenter absent.

**Festival 2018 Review and Feedback**

Judy Lowe arrived as Katherine presented the surveys. Among 16 respondents, 44% reflected a positive experience.

Positive Takeaways:

Waiting list was in early and Katherine was able to place everyone.

Authors had great attitudes.

The volunteer staff was fantastic. Freedom House came through. Judy is sending out thank you notes.

The table layout really worked.

The extra hour to set up was abundantly helpful.

Jan and Judy were extremely efficient in managing the breakfast.

Most reflected positively on the scavenger hunt.

The numbers were a great help in getting authors to their tables, but they were sometimes covered up once the authors put their tablecloths down.

Negative Takeaways:

Complaints of low turnout and not enough advertisement.

Some authors arrived late and missed out on breakfast items.

A projector issue – rehearsals for presentation would help.

Tables needed to be a foot or two farther apart.

The authors did not like:

Being in a corner or far from the door.

An author coming in with other author's signed books.

Some complained of the entertainment because it was not book-related.

A discussion took place regarding the low attendance of other conferences and book festivals in general. Tina suggested we consider a change in mindset as far as what is included in the way of vendors. It was agreed that more vendors would be a positive thing if they were literature-related and the authors did not get upset that other vendors might generate more sales than the books, although it would increase foot traffic for the book tables. A change of date and venue might help turnout. Seraluna suggested adding activities like papermaking from the book artists from the universities. If the Festival is expanding with other vendors and activities included, it was agreed that the authors should be informed. Popular items could be located in the corners to direct attendees across the space. A possibility is combining the Festival date and proximity to another established event to take advantage of existing popularity. Master Gardener's and Blues Fest might be events to look into.

## **Festival 2018 Development**

### **A. Publicity**

#### a. Book Festival Network

Tabled

#### b. HomeTown Reads

The link is on the website. Denton is not available, so DFW is the option to sign on. We need more participation on this.

#### c. Radio Show

Andrea did wonderfully on the Spanish side with multiple spots. She is very busy, but we will reach out to her to ask if she can do it again this year. If Alan joins up, the Texas Author's Radio might be a possible spot. KUZU is probably out since they are not responding. Tina suggested looking into UNT and TWU. Chris is connected to both Communications departments and will reach out to them.

d. NTBF Facebook Page

The page got likes and traffic. Katherine is updating. Janet suggested that the NTBF mission should be from and center on all media – all agreed. The grants should read underneath the mission along with a ‘this is how you can help/donate’ button. Katherine agreed to develop it.

e. Tejas Storytelling Festival

Everyone is happy with it and wish to continue. Katherine is in contact with Beverly and was sent two programs with the mention. She will explore more quid-pro-quo options with them.

**B. Facility**

Katherine wishes to look into Monroe Pierson as a possible venue. Janet agreed to go with her.

**C. Chuckwagon Breakfast**

There is an estimated cost of \$300 for the breakfast coming from board member’s personal funds. Seraluna suggested condensing the effort collecting donations into cooking in order to ensure there is enough. Potato and egg, migas, and beans are popular, cheap and easy to cook. All agreed that the companies that already donate yearly should be pursued again. Katherine offered Savings Catcher to cover ingredients. Jan suggested approaching Kroger since they are supportive of authors. Seraluna suggested Natural Grocers since they donate to other fundraisers. A time frame for the breakfast needs to be conveyed.

**D. Awards**

The readings for this year went great. There was dysfunction with Seraluna’s communication with Tina and it has already been mitigated for the upcoming year. Keeping the books at the library and directing judges there worked wonderfully. Katherine will put the announcement on the website when judging is open. Katherine and Seraluna will work on a spreadsheet to track the incoming books through to evaluations being returned. A survey response mentioned that board members and authors should not be on the judging committee. Since that is already enforced, it is not a problem. Katherine will look into whether it is written anywhere to assure the authors it is impartial. Judging criteria can be put on the application. Jan suggested offering the evaluation details and feedback for a fee. Members will consider an appropriate cost and discuss at the September meeting. Chris suggested a Review committee to review evaluated entries on Amazon with the intention of ensuring the authors get a review in exchange for an entry. Tabled for September. Katherine is in the process of editing the evaluation forms and online content.

**E. Grant Committee**

Janet reports the grant committee did wonderfully. Janet was recognized for doing a brilliant job heading it. The committee was efficient and awarded six grants plus the Aransas grant out of nine that applied. Aransas received \$525 that included a donation. A total of \$4750 was awarded for 2018, which was the total available. Two applicants received the full requested amounts, but the partial awardees were also pleased. Janet was diligent with following up with them and most showed up to the Festival. She also reminded them that \$50 was to be spent at the Festival. Janet received a late response from Aransas and they recently put the acceptance

of the grant on their next meeting's agenda. This was a special circumstance and it was agreed that NTBF grants will still focus on North Texas. Katherine said to inform her if there's any news of a library in trouble or other disaster as this could still be something exceptional for the organization to do. The idea of having a pre-mortem grant for authors was met with mixed feelings. Tabled for September. Tina suggested a grant named for Katherine in recognition of her unwavering dedication to literacy. Tina was pleased that the purposed of the grants were outlined along with the award ceremony. It was suggested that it might be good to have the grant recipients speak. Katherine expressed that we might not want to share awarded amounts.

**F. Entertainment**

Rick Morrell the Magician will be discussed as possible entertainment for next year. Al Curlett was extremely popular and will definitely be approached next year. Everyone agreed that the Festival needs music, especially during breakfast. Jazz would be good. Everyone will explore options.

**G. Fundraisers**

a. Restaurant Fundraisers

Chris generously offered to donate a workshop that he has successfully developed and produced at TCU. Attendees would pay \$40 for a two hour plus one hour Q&A workshop on either Finishing That Novel or Fundamentals of Self Publication. He suggests the latter and would need a blackboard and a projector in order to do it. All agreed this is a great idea. Jan suggested broadcasting for a fee in the future although it might not happen this year. A discussion ensued as to possible venues. Janet located the Holiday Inn for \$250 and Trinity Presbyterian Church for \$87.50. Katherine determined a \$500 cap for workshop expenditure as there is extra money in the account and this could be lucrative. Tina will reach out to the libraries to advertise. Possible date of September 22 or 29.

b. Birthdays

Seraluna's birthday raised funds.

\*Note - Chris left the meeting for a previous engagement\*

**H. Volunteers**

Everyone loved this year's volunteers and we will keep the same list.

**I. Authors/Publishers**

Tabled.

**J. Tables**

Previously discussion that the space needs to be widened by a foot or two. There needs to be control over the numbers so that tablecloths do not cover them while authors are locating their spaces.

**K. Food**

The water ran out. Tina offered to donate five cases next time. There was enough coffee. Katherine will do Cinnabon's and try to get sandwiches donated. Everyone will be on board for the same donations they collected in 2018.

**L. Announcements**

There was a good amount of different announcements. Charlotte suggested a walking whiteboard for poster announcements. The audio was good.

**M. Trailers**

Everyone had fun with the trailers. The contest went well and will continue for next year. Katherine is experimenting with a new platform for displaying them. Looking into Photostick.

**N. Parking**

No complaints. Tabled.

**O. Public Participation**

Will continue scavenger hunt. A greeter is needed to let attendees know it is going on.

**P. Inside Signage**

Seemed to work well. The outside sign fell down. There was a karmic schism with zip ties and no one brought any. Janet offered to give the responsibility to Jeff Hull.

**Q. Other**

None

**Committee Reports**

**A. Nominating**

Janet was nominated by Tina for President. Janet declined. Seraluna was nominated by Katherine for President. Janet seconded. Vote unanimous. Janet was nominated by Tina for Vice President. Judy seconded. Vote unanimous. Jan was nominated by Tina for Secretary. Jan declined. Charlotte was nominated by Tina for Secretary. Charlotte declined. Judy was nominated by Tina for Secretary. Judy declined. Judy voted Correspondence Secretary by Acclimation. Charlotte was nominated by Seraluna for Parliamentarian. Judy seconded. Vote unanimous. Katherine voted Treasurer by Acclimation.

Janet will reach out to Chris to discuss potentially taking the Secretary position. Jan suggested an open email to members should he decline. It was agreed that more members needed to be involved in the board.

**B. Membership**

Katherine suggested a Chairman for each committee appointed by the President. The individual chairs will be responsible for finding members. Need direction for members. Jan will stay on as Chair of membership committee. She will confer with Katherine as to what to present to members on renewals.

C. **Event**

Seraluna will chair.

D. **Grant**

E. **Festival Awards Committee**

Tina and Seraluna will chair.

F. **Public Relations Committee**

G. **Finance**

H. **By-laws**

Tina, Katherine, Janet, Seraluna will serve.

I. **Festival Procedure Manual**

Katherine is working on the manual and will share.

J. **North Texas Giving Day**

2019's Giving Day is on September 20<sup>th</sup>. Katherine will email and begin the plan. People loved the book giveaway. Janet suggested a membership special discount if they sign up on Giving Day. Katherine will check the by-laws.

K. **Sponsorship and Donation/Other**

Tabled.

**Meeting adjourned** at 5:09PM by Tina with thanks as outgoing President.

**NEXT MEETING:**

September 16, 2018 at 2PM Betty Foster Library, Ponder, TX