

Skype Meeting

Date: 7/19/11

Attended:

Scott Voss
Cindy Blagg
Joletta Falknor
Debbie Sauer
Kate Kelly

1. Transfer of Bills

- Cindy will send checks to Cindy, both checks that need to be deposited at a US Bank (membership and conference), and bills to pay.
 - When Scott gets a check, have they been registered? Scott wasn't sure – Cindy says if she has sent them on to Scott, they've been registered in EventBrite.
 - When registering new people, some folks sent checks before new higher price kicks in, but EventBrite lists the price at the higher rate.
 - Scott asks if this is happening a lot; it is now that the price has changed.
 - Cindy will sent an explanation to Joletta once she starts sending them to her
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2. Update brochure

- Cindy will work on updating once we determine what will go into the brochure
 - Need to drop "hard copy" price,
 - leadership names
 - Grant opportunities are fine,
 - Book club suggestions for local councils" instead of listing specific titles for fall/winter
 - Symposium and council events, can use dates set on website (big ones for LiRN, and SRIC)
 - Not publish newsletter dates
 - Scott will send Cindy version edited to have file in correct format
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3. Date confirmation for next year

- Need to set Fall, Winter, and Spring Leadership meetings
- Julie is looking to schedule Celebrate Literacy for March 23, Leadership meeting March 24
- Debbie doesn't work for her, Joletta confirmed, Cindy confirmed
 - Scott asked Debbie to send invite to other Arrowhead
- Leadership dinner on August 10 (before conference)
- November 12th – Fall symposium – Could we hold a leadership meeting that afternoon? Joletta will check facility
 - Scott will want to talk about summer retreat date so that there is more representation
 - Maybe we can go down to 1 day if we can increase more participation
- Leave Feb 1 for grant deadlines
- Scott – should we decide on exec council dates or leave them off? Deb states maybe leave exec council meetings off brochure, since often set up as needed.
- Leaving off summer leadership workshop, but Jen said it was ok to put down next year's conference date as August 9, 2012
- May need to have a conference call before fall symposium

Decision(s):

- November 12 – Fall symposium “Unpacking Common Core Standards” (9-12:30)
- November 12 – Leadership meeting (afternoon following the fall symposium)
- March 23 – Celebrate Literacy
- March 24 – Spring Leadership

4. Advertising

- Scott says that there are requests for institutions to advertise with us
- Originally we said no to the website, because there was concern about
 - Not wanting to be seen as endorsement things
 - And since we're a nonprofit, there is concern
 - Up to 4 institutions have asked, and we can have a running advertisement (every three seconds, it would change between
 - Charge \$150 per quarter, \$900/year for each advertiser – if there are three or 4, we could generate some good income
 - At summer leadership, Jen Kate and Scott said that it would be interesting to explore, but do need to take into consideration endorsement
 - Want to have strict criteria for advertisers – to make sure that they support the mission

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- Cindy says she's ok with institutions but maybe not products
- Joletta – aren't we selling a product if we're selling an institution, and that might be problematic as a nonprofit.
- Debbie says yes, even though it is a school, it is a product too
- Scott says there is a discomfort because of the conflict of interest – taking money for things that we don't necessarily want to endorse
- Debbie says that it is worth more conversation
- Scott asks how people have advertised in the newsletter in the past – vaguely remembers that, but isn't certain that's happened.
- Good news is finances are stable, so we can table this conversation and return to it
- Website costs \$1000 a year, and wants to find a way to make it sustain itself, but doesn't want to push us somewhere we're not comfortable

Decision(s):

- Scott will craft a motion regarding advertising for our next leadership meeting, but tabled for now
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5. Leadership dinner

- How do we get the word out about the leadership dinner (held at Axel's in conference hotel)? Joletta can see if she can get folks from Central to attend
 - Promote with local councils if possible
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6. Additional conference notes

- Send conference announcements to Jessica Crooker
- Debbie emailed Jen to fill in a few blanks
- Cindy emailed Mary Johnson, are going to do hospitality bags – gifts for presenters
 - Flash drives can be purchased with a logo on them, but isn't sure how much it would cost but can look into it
 - Presenters – 20 presenters (approx)
 - Jen's email says about a \$10
- We do have liability insurance (Scott renewed)
- Folder-stuffing party August 9th 3-5 pm
- Julie will take care of nametags
- Next year's conference – send Scott ideas for themes and keynotes for next year?
 - Doug Fischer? New book coming out
 - Maybe we need a really strong elementary speaker

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- Joletta asks if we've had a writing person recently? 9 rights of writers (Vicki Spandel)
 - Cindy suggests "Two Writing Teacher" (Ruth Ayres, Stacey Shubitz – Stenhouse)
 - Mosaic of Thought author? (To understand: New Horizons of Reading Comprehension)
 - Have a Facebook page – could discuss how to better use
 - Scott will post budget before conference exec meeting to vote on after the conference
 - MN councils need to report to IRA, Scott will email councils to report to IRA
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6. Native American Texts

- Not hold in fall because of so many other dates on the calendar
 - Hoping to have it after winter break
 - Joletta confused about purpose – originally thought the purpose was to gather resources and provide ways to use them, but not sure why we're now including speakers, with those costs
 - Is it a matter of building background knowledge (speakers), or is it providing resources for teachers? Or is it both?
 - Interesting to see where teachers are with this – are they ready to dig in or do they need more background knowledge
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Minutes prepared by: [Kate Kelly, 7/19/11]