

Iowa Reading Association

Executive Board Meeting

Via ZOOM

October 28, 2019

- I. Roll call- Present were Michelle Swanson, Deb Mortensen, Laurie Weekly, Erick Schroyer, Julie Neal, Mary Daughetee, Diane Bean, Kathleen Konrardy, Dani Weekly and Kelsey Nilles.
- II. The meeting was called to order by Co-Presidents Mary Daughetee and Kathleen Konrardy at 6:30 p.m.
- III. September Board minutes and Executive Board minutes were approved by Diane Bean and Erick Schroyer. These will be posted on our website.
- IV. October 28, 2019 Agenda- We added to the agenda a.) Mock websites from IROC Designs. Julie Neal sent an email (10/28/19) welcoming our comments. She will compile suggestions before we proceed. We would like an appealing website and one that is easy to navigate.
- V. Committee to approve October 28 minutes- Diane Bean and Michelle Swanson volunteered to do this.
- VI. New Business
 - a. Conference printed program- Julie Neal has sent an email after visiting with AEA about color and size of a smaller printed program.
 - b. ILA Conference- Julie Neal reported if you are a member of ILA, you can stream some sessions from the New Orleans conference. Perhaps that can be a tab for our "members only" portion of the website.
 - c. Iowa conference rates- We discussed conference rates. In 2019, the registration fee was \$195 for members. In 2020, noon meals will be included in registration at \$225 for members and \$270 for non-members, \$60 for students and \$75 for retired educators. Michelle Swanson moved and Kelsey Nilles seconded that we increase conference registration fees by \$30 to include meals. All were in favor. Executive Director Julie Neal will examine vendor costs and discounts for 6 or more in attendance regarding their increase which would include meals. There will be no need for luncheon ticket takers at the 2020 conference. 2020 conference chairs, Erick Schroyer and Kelsey Nilles will now update registration forms since meal costs have been established. Erick will also put the 2020 conference dates in Literacy Today.
 - d. 2021 conference venue- On 10/22/19, an email was sent regarding a visit with the Scheman Center. The 2020 conference is estimated to cost \$41,000 to use their facilities. We estimate 600 people eating both days. If we provide a box lunch, attendees could eat under the awning outside Scheman. Cost \$12.50 per meal bringing the estimate conference cost at \$34, 749 to use the Scheman. We need to decide Young Authors locations. Vendors will be on the first and second floors. Half price

Books will be located on the second floor. Second keynote will also be located on the second floor, eliminating the use of Fisher Theatre. We lost the Prairie Meadows 2021 bid. June 29-30, 2021 the Scheman Center is available. Michelle Swanson moved and Diane Bean seconded that we set their dates. All were in favor. Diane also suggested keep vendors to the end of each hall.

- e. Iowa Association of School Librarians- Julie Neal has met with Sheryl Dales. The Scheman contract has been signed for the 2020 co-sponsored conference. Julie asked Sheryl to participate in tonight's ZOOM meeting. IASL has yet to find a speaker. Erick Schroyer and Kelsey Nilles are going to ask them for more support. IASL hosts an Ed Camp in the fall to recruit members. We discussed the possibility of the Iowa Reading Association hosting an Ed Camp in various parts of the state. No conference revenue goes to IASL. They provide vendors.
- f. Membership- All members for 2019-2020 have been added to an updated list. Julie Neal was concerned she had not received membership forms from Hardy Reading Council. Kelsey Nilles has an electronic list and will send it to Julie Neal. The check may need to be resubmitted. Members on this list are in [blue](#). Diane Bean will correspond with those who did not renew.
- g. Website- We are updating our website. Committee includes Nancy Wright, Julie Schuller, Julie Neal and Erick Schroyer. We plan to remove the council link and "Drop Those Walls/ Ed Camp." A "Members Only" tab may include our newsletter, forms, strategy corner, minutes and videos. We could provide some pdf resources to entice nonmembers to visit our website.
- h. Iowa Reading online class- Julie Neal said we currently have 17 members participating. You may sign up throughout the school year. How can we get forum discussion visible to everyone participating? There are journal entries throughout the course.
- i. Conference responsibilities- In 2013, a template was developed by the leaders of the Iowa Reading Association. All board members were encouraged to look at their specific responsibilities and update this template for discussion at our January meeting.
- j. Treasurer's report- Another year of ZOOM was purchased. Other expenses include 2019 conference printing, website updating and the second half of local council grants/local council growth grants. Diane Bean stated local council checks now say "Iowa Reading Association" because they all share the same EIN Number. Michelle Swanson told all treasurers they need to fill out the expenses and income for 2018 (See September 28 minutes).
- k. State Coordinator's Report- Nancy Wright would like all artifacts for the "Award of Excellence" before December 1.
- l. Newsletter articles are due to Deb Mortensen by October 31.

VII. Announcements

- a. EIRC had a mother/daughter speak at one of their recent meetings. Diane Bean has information if we would like them to speak at the 2020 conference. Ryan Sloth (Coach Sloth) was mentioned as a possible Iowa Author to speak with our young writers.
- b. A document will be shared for speakers for the 2020 conference.
- c. The theme for 2021 is "Adventure Awaits...Just Turn the Page".
- d. Our next meeting will be a ZOOM meeting with the entire Iowa Reading Association board on Saturday, January 11 beginning at 10:00 a.m.

VIII. Adjourn

Erick Schroyer made the motion and Michelle Swanson seconded that we adjourn the meeting at 7:35 p.m. All were in favor.

Respectfully submitted,

Deb Mortensen, Secretary