

## **Minutes of SIBA Board Meeting One**

**Date:** Friday 3/4/16

**Time:**

**8am-1pm**

**Location:** Westin Peachtree

**Room** Chastain B

**Attendees:** Jill Hendrix, Doug Robinson, Linda-Marie Barrett,  
Erica Merrell, Stephanie Crowe, Wanda Jewell

### **Decision Info Provided**

- Owner/Operator Overview
- 2015 Owner/Operator Linkage Plan
- Statistically Respectable Survey Procedures
- How to Test Survey Questions
- Draft SIBA Board questionnaire
- ABA response to email sent after Meeting 3 2015

### **Call to order**

**Board reviewed and corrected Annual Membership Meeting minutes attached at the end of these minutes.**

**Jill made a motion to acknowledge receipt of the external audit and monitoring reports that demonstrate compliance with any reasonable interpretations of the policies, but noting that data for policy 5.4 is inaccurate per the external audit.**

**Second by Linda-Marie. Motion passed.**

**Doug motioned to approve Board Reserve Fund transfer from Prudential to Bank of America to avoid monthly fee.**

**Second by Erica. Motion passed.**

### **Schedule for Board Nominations:**

**3/15 Board nomination email**

**4/5 Nominations due**

**4/8 Nominees to Jill**

**4/15 Board emails questions to nominees**

**4/30 Answers due**

**5/9 Interviews must be completed**

Plan to link owners & operators:  
Advisory term is 3 years; all members beginning at 2016.

Advisory Calendar:

Regular email communication plus in person:

GABBS – One hour meeting with board & advisory, not social

Webinar with advisory to test attached survey questions in April

BEA – Invite Advisory to co-host 6:30 Happy Hour @ The Drake  
Hotel on May 10th

SIBA – One hour meeting on Saturday 9:30-10:30am, off floor

Survey membership before SIBA.

Survey variables to double-check response rate before  
interpreting results:

sq. footage – small <3500, large >3499

downtown/main street vs elsewhere

small town vs city

Board Calendar -

Leadership seminar: Board to individually make hotel  
reservations at Ambassador Hotel Wichita group code OBK and  
plane reservations. Group goal: How do we as a board foster  
engagement with and between core members to increase their  
skill sets and long-term viability?

Linda-Marie, Doug, Erica, and Stephanie are attending trends  
seminar in Chicago November 10.

ABA Communication – Jill will email Betsy our draft survey  
questions and offer to share aggregate results and ask for their  
quarterly news updates.

Board Self Evaluation – Board reviewed the following policies:

11. Governing Style

12. Board Job Description

13, 13.A. Agenda Planning

14. Board Nominations & Election

16. Board Members' Code of Conduct

## **Trend ideas:**

**Social Entrepreneurship**

**Literary Citizenship**

**Publisher/Bookstore Cooperation**

**(google wolves Yellowstone video)**

**Urban Planning/ New Localism – self-sufficient pocket neighborhoods**

**Experiential Retail – Call Me Ishmael**

**Board agreed to read Trend-driven Innovation prior to Nov. 10**

**Stephanie made Motion to approved Minutes as read. Doug second. Motion passed.**

## **Meeting Adjourned**

### **Incidental Information Provided**

[SIBA Annual Membership Meeting](#)

[Raleigh, NC - 9/18/15](#)

[Jill Hendrix called meeting to order at 7:40am.](#)

[Roll call was performed with the SoCo challenge. Horton's Books was the winner.](#)

[Board introductions were made and show sponsors were publically thanked for their generosity.](#)

[Jill updated members about the B3! Engagement program and the one-time ability to roll-over points into the next year.](#)

[Details about the SITS/GABBS show were given and members were encouraged to attend.](#)

[Members were invited to the Press Conference for the opening dedication of the Reba and Dave Williams library in the hotel lobby immediately following the annual meeting breakfast.](#)

[Jill recognized Wanda for 25 years of service and presented her with a Wanda-Woman poster and invited members who had not yet done so to sign a memory book for Wanda at the SIBA booth on the trade show floor.](#)

[Brief review of minutes from last year: Kimberly Daniels from The Country Bookstore made a motion to approve the minutes as presented. Jim Gerson from](#)

Bookmiser seconded. Motion passed.

Jill provided an update about the SIBA reserve fund, increased number of attendees.

She also reported a significant increase in ABACUS participation.

Members were asked about store health and self-reports showed a significant number of members felt their stores were doing better than the previous year. Stores were encouraged to share ideas and strategies with each other.

Jill made a call for questions. None presented.

Pam French delivered an update on BINC. Over 2014, 42 booksellers were helped with over \$88,000 in emergency assistance. On average assistance grants are about \$1,500. Matching grant programs are available to help bookstores increase their ability for fundraise for their employees. Scholarship programs offered 5 trips to WI, 3 to Children's Institute and 1 per each regional show. 49 people are now contribution to the monthly sustaining donor program and members were invited to the 50/50 Raffle at the booth.

Oren Teicher from ABA was introduced and gave members an update on ABA. Unit sales are up across indie bookstores. ABA membership has increased over the past year, new locations are being opened and new ownership is strong. Winter Institute sold out in record time of 48 hours. BEA will be in Chicago for 2016. Cheryl Strayed has confirmed as spokesperson for Small Business Saturday. ABACUS reports have not been finalized but early trends seem to show COG going down. Brief update on Indie Commerce offered. Oren provided a brief update on Backlist Initiative coming up as well as an Indies program update.

Jill made a call for old or new business from members. None was offered.

Meeting was adjourned at 8:17am.

## Intro Email

Dear SIBA Member:

SIBA needs your feedback on two issues:

1. The renaming of the SIBA Book Awards to the Pat Conroy Book Prize.
2. Understanding your current needs and future plans so we can accomplish our core mission (providing core members with the skills and capabilities necessary to enhance their short and long-term viability).

Your participation is empowering, and your voice matters so please help us help you by responding to this 6-question survey by \_\_\_\_\_.

Only one survey response is allowed per store. Because of the nature of the questions, we prefer a store owner or manager to respond. If that is not possible because of time constraints, please delegate to someone who has a wide-ranging knowledge of your store's operations, programming and goals.

Thanks in advance!

-Your SIBA Board

P.S. The survey is being hosted on the Members-Only area of the SIBA website. If you have any trouble logging in, please email Nicki at [nicki@sibaweb.com](mailto:nicki@sibaweb.com) or call her at (xxx)xxx-xxxx.





national authors with the help of their publishers

4.

4. **3-5 years from now**, how important do you think each of the following factors will be in contributing to your store's success?

<i>(Please check one box in each row)</i>	Not at all important ▼	Slightly important ▼	Moderately important ▼	Very important ▼	Extremely important ▼
a. Knowledge and skills you or your staff have gained through SIBA, the ABA, or other channels	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Resources and information that increase public awareness of independent bookstores' importance to their communities (e.g., shop local movements, studies like ABA Civic Economics Report)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. Increased efficiencies in our industry (Edelweiss, more streamlined coop policies)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. Having inventory that appeals to a diverse customer base (e.g., Spanish-language titles, new adult titles)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. Having staff that appeals to a diverse customer base (e.g., Millennials, Hispanics)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f. Working with local, self-published authors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g. Exploring various options to increase your store's profit margins	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h. Having access to capital through loans and/or grants	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
i. The national success of Southern authors and/or Southern-themed books	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
j. Hosting events for national authors with the help of their publishers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
k. Public awareness of bookselling as a respected career choice	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

5. What is the name of your book store?

\_\_\_\_\_



6. What is your role at the store?

Owner                      Manager  

Other, please specify:

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**Confidentiality promise:** We promise to keep the responses you provide to this survey confidential. We ask your store name to track whether your store responded to the survey or not. The survey results file created will show only a numeric store ID, not a name.