

UPPAA Board Meeting Agenda

November 5, 2020 via Zoom

To join in <https://tinyurl.com/call-uppaa>

Action Items:

Victor: -create survey about conference and send it to membership

Jen: -send Deb a list of categories/tags for inclusion in the winter newsletter

Brandy: -send Deb membership list by November 15 for UP Reader submissions
-check into PayPal subscription offer for rolling renewal option

1. Start RECORDING

2. Call meeting to order

Present: Victor, Larry, Brandy, Jen, Tyler, Deb, Jan

3. Approval of September 2020 Board Meeting minutes

Motion to approve minutes from September 2020 meeting made by Victor and seconded by Brandy. All in favor; none opposed. Minutes approved.

4. Fall 2020 virtual conference post-mortem

Deb was discouraged by the low attendance at the live sessions; Victor said some of the YouTube videos have been viewed by 35 people, but we don't know that those viewers were all members. Brandy suggested if presenters are not using Power Point, or are using it but having a discussion for a few minutes, they shut off the screen sharing for a moment before returning to the presentation so the viewers can see their face. Victor pointed out that some of these issues are limitations of Zoom software. Tyler said that as a presenter he liked having someone else control the slides so he could look at other things if needed. Tyler asked if we'll send out a survey soliciting conference feedback. Victor will put a survey together and send it out.

5. Marketing our conference video sessions (Gretchen to lead discussion)

Gretchen was unable to join the meeting.

Tyler asked to what extent we want to present educational talks, and to what extent do we want to promote our books as authors? Victor said maybe we could add some "meet the author" talks to our 2021 conference schedule. Tyler said maybe more members would get involved. Brandy suggested alternating topics and author talks. Brandy said we need to be careful about giving everything away because free content removes the incentive to join UPPAA. Tyler said maybe the

author talks could be free events to help raise interest. If we're more visible as authors, that will increase UPPAA publicity. Jan suggested choosing a group of videos to offer for free to non-members, with a link to join if anyone is interested in more information.

6. Schedule of 2021 Board meetings – proposed 6x per year Jan/March/May/July/Sep/Nov

No complaints! We'll meet only on odd months. Meetings will still be the first Thursday of the month at 7 pm.

7. #ownvoices discussion – what's left to do?

Jen said no authors have yet requested the #ownvoices to be attached to their books. Brandy suggested asking the members which tags they'd like from an available list. We could have tags for age (middle grade, young adult, adult, etc) as well as genre. Jen will provide a couple of paragraphs to Deb for insertion in the winter newsletter. Victor asked if the tags could be added to the book submission form so people could choose those as they submit books.

8. Meet the UP Notable Authors series

Larry asked if Victor had presented this as a publicity opportunity—many authors don't charge for library presentations. Brandy said the lack of response might be due to the approaching holidays. Evelyn Gathu (Crystal Falls librarian) said most authors get \$200 per presentation. UPPAA would be willing to provide half that fee. We could then add a blurb about UPPAA as a sponsor. Larry pointed out that if an author has an agent, the agent will want a cut of the fee and we could potentially lose authors who have to split their fee with an agent. Victor said out of ten, we have six with a positive response.

Victor proposed paying \$600, half of the speaking fee for six authors. Deb seconded. All agreed, none opposed. Motion carried.

The series will be on the second Thursday of the month.

9. U.P. Book Review progress report

Victor said our four reviewers are highly engaged. It looks like we'll maintain three reviews per month, to be published on the 1st, 10th, and 20th of each month. Contact Victor if you're interested in receiving a free book in exchange for a 700-800 word review.

Tyler asked what we're doing to promote the UP Book Review. Victor is trying to determine an angle for a press release. He's also looking for directories on the web for review sites. Tyler asked if the UP newspapers would be willing to link to the UP Book Review from their websites.

Newspapers might be willing to print a press release. Brandy suggested asking the newspapers to link to our website through the Arts & Culture section. Tyler said maybe through local bookstores

—Snowbound Books has a newsletter—or a link from their website. Brandy said bookstores might also be willing to be involved with author visits/author talks. Victor will include bookstores in the e-blasts for our Meet the Authors series.

**10. U.P. Reader Chair Report:
update on U.P. Reader audiobook project**

Deb said we have 20 or 21 authors who have submitted to the 2021 UP Reader so far, with a total of about 45,000 words. Some of the authors are first-time submitters.

Victor said Brandy has been working on the audiobook for UP Reader Issue One and Issue Four. Brandy expects to submit it next week. She’s editing files provided by Talking Books to transform them into standard audiobook format. She’ll eventually convert all issues of UP Reader into audiobook format.

11. Youth Writing Workshop 2021

Deb said the Mining Journal will announce the workshop. She’ll lead three presentations: drafting, revising, and polishing.

12. Webmaster’s Report:

Jen will work on adding available tags/categories for book submissions.

13. Treasurer’s Report:

September 2020: Our expenses for September were our \$10 for our monthly Groups IO, \$57.36 to Etoile Web Design, \$425 for speakers’ fees, and \$50 to Designotype for our newsletter. Also, Cora Mueller finally cashed her \$100 check. That leaves one \$50 check still outstanding for our third-place winner. I have written to her several times and offered to replace the check if lost. I will pursue this no further. Revenue was \$217.36, all from dues.

\$642.36	Expenses
\$217.36	Revenue
\$200.00	Short Story Fund
\$0.00	Middle-Grade Short Story Fund
\$3,662.23	General Fund
\$3,862.23	Total Resources

October 2020: Our expenses for October were \$581.90, which was mostly for speaker fees. Revenue was all from membership dues. We did receive \$400 for the DC contest. Speaker fees were minimal compared to the expense of an in-person conference.

Stats for October, 2020

\$581.90	Expenses
\$277.84	Revenue
\$600.00	Short Story Fund
\$0.00	Middle-Grade Short Story Fund
\$4,140.07	General Fund
\$4,108.17	Total Resources

12. Dandelion Cottage Report:

Nothing new right now. Larry will send another email out to English teachers soon. The deadline has been bumped out to February 5, 2021 due to COVID-19.

13. Membership Chair Report:

Brandy asked how we should handle those who are renewing for 2020 right now. Victor said maybe offer a 60-day grace period. Brandy suggested shutting 2020 membership down on November 16 because some are renewing only to submit to the UP Reader. Two members have already renewed for 2021.

Brandy asked if we might want to introduce a rolling renewal model, so when people pay their membership it's good for twelve months. Victor said PayPal has a subscription option that might work. Also, some shopping cart software will manage subscriptions. Brandy pointed out a rolling renewal date would require a membership vote.

Victor said we don't need to solve this within the next six weeks. Let's try to find a solution in 2021.

14. Newsletter Chair Report:

Deb said the winter issue will include a blurb for each of the planned 2021 Zoom presentations, the membership news, a membership renewal reminder, a mention of the accepted authors/articles for the UP Reader, and plenty of other items.

15. Motion to end meeting:

Motion to adjourn made by Victor, seconded by Deb. Meeting adjourned.

Next meeting: January 7, 2021.

Schedule of UPPAA zoom presentations for 2021

Craig Brockman	1/21/2021	From Pondering to Publishing
Deborah Frontiera	2/18/2021	World-Building in Fantasy Books
Brandy Thomas	3/18/2021	Proofreading and Editing
Katherine Pickett	4/15/2021	Perfect Bound: How to Navigate the Book Publishing Process Like a Pro
David W. Koehser	5/13/2021	Permissions & Publishing Contracts
Evelyn Gathu	6/17/2021	How Authors Can Work with Librarians