

**MINUTES  
ANNUAL MEETING  
GUILD OF BOOK WORKERS, INC.  
OCTOBER 16, 2020**

The Annual Meeting of the Guild of Book Workers, Inc., was held on Friday, October 16, 2020, at 5:15 p.m. EST via Zoom. President Bexx Caswell called the meeting to order and welcomed everyone. An agenda was distributed in advance of the meeting via email to those registered (Attachment 1 to the original meeting minutes).

The minutes of the October 25, 2019 Annual Meeting were approved as previously published on the Guild's Web site.

Bexx introduced the current Board of Directors, including the Executive Officers, the Standing Committee Chairs, and Chapter Chairs via PowerPoint slides.

The Annual Report for the 2019-20 fiscal year (Attachment 2 to the original meeting minutes), which was previously published on the Guild's Web site, was presented. Bexx chronicled the Guild's events over the past year, beginning with the special election for Journal Standing Committee Chair. Bexx thanked Peter Verheyen for his willingness to take on this role when a candidate could not be found in time for the regular election. Jay Tanner also joined the Board as Library Chair and contributed greatly to the effort to make past Standards videos available online. With the onset of the pandemic in March, the Board made the decision to cancel the in-person Standards conference scheduled for Atlanta. Bexx thanked the Board for its work on this transition, especially MP and Laura for renegotiating with the hotel, which agreed to waive a \$27K cancellation fee in exchange for a new 2022 contract. Though all feel sad not to meet in person this year, safety and health must come first. In response to the pandemic, past Standards videos were made available at no cost between mid-March and May 31. Videos were viewed by people in 77 countries, with a total of 10,200 views. After the free period, viewership decreased but still remained strong, and video income doubled from the previous year, to about \$2K. This does not cover all of the production and Vimeo expenses, but is a step in the right direction. Bexx is hopeful for an in-person event in San Francisco next year as planned. Bexx thanked the Board and especially the Chapter Chairs for their work planning online events, workshops, and collaborative projects. She encouraged all present to join their local chapters.

**Motion made and seconded** to approve the 2019-20 Annual Report of the Board of Directors, Guild of Book Workers. **MOTION CARRIED.**

**UPDATES FROM THE BOARD**

**Vice-President:** Brien Beidler

Brien explained his role as facilitator for regional Chapter activities and support person for the Chapter chairs, especially as they expand their online programming options this year. Brien typically organizes the Scholarship Committee and reviews scholarship applications; however,

this work has been on hold due to the cancellation of the 2020 conference.

This year Brien started the Guild's Diversity, Equity, and Inclusion (DEI) Committee. He thanked the committee members along with outside consultant Lauren Burke for their work to date. The Committee's first project is a survey, the Guild's first in ten years, which is intended to capture information about current, past, and future members and how the Guild can better serve them by sustaining an inclusive environment and expanding access to the organization. Questions or suggestions for the Committee may be sent to [dei@guildofbookworkers.org](mailto:dei@guildofbookworkers.org).

**Secretary:** Rebecca Smyrl

Rebecca is responsible for record keeping throughout the year, including minutes of Board and Business meetings. She also maintains the Guild's official documents. This year she has overseen a change from Adobe Connect to Zoom for the Guild's video conferencing and has helped to plan the Guild's first online Annual Business Meeting.

**Treasurer:** Laura Bedford

Laura shared the table that accompanied her Annual Report. The Guild brought in more income than expected last year, and expenses totaled less than expected. Laura has placed four \$45K certificates of deposit with Morgan Stanley, set to expire every three months. She has opted not to re-invest the most recent two due to low interest rates and will reevaluate for the upcoming fiscal year. Laura also shared a Budget vs. Actuals spreadsheet up to date as of 9/30/20 (Attachment 3 to original meeting minutes). She has added a "Variance" column to reflect deviations from the budget over the course of the year. The Guild is on track for the first quarter. A bequest from Bernard Middleton will be directed to the DEI Committee. The Guild has retained its event insurance despite the cancellation of Standards, as the policy also covers chapter events throughout the year. Unexpected expenses have been an upgrade to Vimeo, and the Zoom webinar plan. In response to a question, Laura clarified that Board members vote on a yearly basis about whether to receive compensation for their service. In recent years they have received free Standards registration, but this year voted not to receive compensation.

**Communications:** Marianna Brotherton

Due to the pandemic, the Guild's web presence has greater importance than in past years. Web traffic has increased by 15%, with increased use of tablets and mobile devices. There has also been increased interaction with the Guild's social media, particularly Vimeo and Instagram. Pre-pandemic, the website saw about 45 average daily users, with a jump to 229 at the pandemic's onset. People seem to be looking to the Guild for new types of content, and Marianna encouraged all present to follow its various social media channels.

Marianna is helping all chapters and Board members to transfer their files and communication to the Guild's G Suite and @guildofbookworkers email accounts, to facilitate organization and the sharing and passing down of information. She is also working to make the Guild's website a more useful and centralized place for information and asked that anyone with ideas contact her

with suggestions as to how the website can serve members better. She also encouraged contributions to the Guild's Instagram and other social media accounts.

**Exhibitions:** Lizzie Curran

After the closing of the Formation exhibition, all pieces were shipped to Lizzie's workplace where she greatly appreciated the opportunity to handle them in person. Lizzie thanked Rebecca Chamlee for designing the logo for the upcoming Wild/Life exhibition, which is slated to open in late spring of 2021. Jurors are Erin Fletcher, Denise Carbone, and Jessica Spring. Details about entry may be found on the Guild's website. The first venue will be the American Bookbinders Museum in San Francisco; other planned venues are PSU in Tacoma, Roger Williams Paper Making Museum in Atlanta, Texas A&M University, and the North Bennet Street School. However, all plans are subject to change due to uncertainty around the pandemic. Fundraising will begin soon and is very much needed. Lizzie will step down at the end of this meeting, at which point Jeanne Goodman will take over. Lizzie thanked previous Exhibition Chairs Jackie Scott and Karen Hanmer, and also Marianna, Bexx, and Deborah Howe.

**Journal:** Peter Verheyen

Peter took on his role after a special election in 2019, as a candidate had not been found in time for the general election. Volume 48 of the Journal was published electronically in May, thanks in part to efforts by previous Journal Chair Cara Schlesinger. This issue contained two articles, which will be folded into Volume 49 for print. There will be four additional articles in Volume 49. Volume 50 will be the Wild/Life catalog, on which Peter will collaborate with Jeanne Goodman. Peter will step down at the end of this term and encouraged anyone interested to contact him about the possibility of taking over the position. He also encouraged submissions of future articles, and discussion of ideas. He hopes that the next issue will appear by late 2020 or early 2021.

At this time, Bexx added that a general call for committee volunteers had been placed with a 10/31/20 deadline and encouraged anyone interested to respond. Experience is not necessary.

**Library:** Jay Tanner

Jay has focused on completing the uploading of past Standards videos to Vimeo. Lately Bexx has helped him to add the oldest videos, dating from 1984 to 1993. These will be available free to members, who will find details to access them on the Guild's website. Newer videos (1994-present) may be purchased by members for \$19.99 or rented for \$4.99. They may be purchased or rented by non-members for \$29.99 or \$7.99 respectively. Jay is looking for new committee members. He is also working on a project, begun by former Library Chair Ann Frellsen, to catalog the Guild's book collection at the University of Iowa.

**Newsletter:** Lang Ingalls

The Newsletter experienced some transitions this year, as its printing company changed its name and its mail house folded; however, the new mail house has been a success. Lang's budget analysis finds reasonable costs for production, and she has decided not to raise advertising rates.

If costs must be cut, she recommends either limiting Newsletters to 20 pages, or producing four issues instead of six. Lang will step down at the end of this meeting, and has been working with incoming Newsletter Editor Matthew Zimmerman, whose October issue efforts she congratulated. Lang thanked the Board for her experience.

**Membership:** Cheryl Ball

The Guild currently has 814 members, up from 807 last year. There may have been some attrition due to retirements, and to members affected by the pandemic. Cheryl works with Lang and now Matthew on the mailing of the Newsletter and reminded those present that if they normally receive their Newsletters at work but are not currently working on site, she can redirect them to home addresses and supply replacements for missed issues.

**Standards:** MP Bogan

MP will be stepping down after this meeting but hopes to stay involved with the Guild in other ways. She thanked the members and vendors who contributed \$4,500 toward amenities and extra costs for the Philadelphia Standards in 2019, the Delaware Valley Chapter for their excellent local hosting, and all the attendees. Attendance in Philadelphia reached 175 people, significantly more than the usual 150-person cap, and registration had to be closed.

Planning for the 2020 conference in Atlanta was well underway when the pandemic struck, and the Board decided to cancel the event. Helms Briscoe, the Guild's hotel agent, helped the Guild to avoid a \$27K cancellation fee by renegotiating the contract for October of 2022. MP was very grateful to Helms Briscoe for accomplishing this at such a difficult time, when many hotel staff members were furloughed.

A vendor appreciation effort has been launched this October, with a Newsletter issue dedicated to vendors and social media posts highlighting them as well. MP encouraged those present to continue supporting the vendors despite the lack of an in-person venue, and thanked the vendors, Lang, Matthew, and Marianna for their work with this project.

The next Standards is scheduled for October 28-30, 2021, at the Hilton Union Square in San Francisco. The 2020 presenters, Dr. Kathleen Baker; Jeff Peachey; Erin Fletcher; and Beatrice Coron, have all agreed to participate. This will mark the 40<sup>th</sup> anniversary of the inaugural Standards conference, also held in San Francisco. MP acknowledged the continued uncertainty around planning for an in-person event.

**RECOGNITIONS AND ANNOUNCEMENTS:**

Bexx recognized the contributions of outgoing Exhibition Standing Committee Chair Lizzie Curran, outgoing Newsletter Editor Lang Ingalls, and outgoing Standards Standing Committee Chair MP Bogan. Outgoing Board members were presented with certificates lettered by Cindy Haller, in portfolios bound by North Bennet Street School students.

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Bexx then welcomed Jeanne Goodman, incoming Exhibition Standing Committee Chair, Matthew Zimmerman, incoming Newsletter Editor, and Jennifer Pellecchia, incoming Standards Standing Committee Chair.

Awards were presented following the official business, to:  
Jerilyn Glenn Davis – Laura Young Award  
Daniel Kelm – Lifetime Achievement Award

There being no further business, the meeting was adjourned.

Rebecca Smyrl  
Secretary