



# ALABAMA VIRTUAL LIBRARY

Connecting You to a World of Knowledge

## Meeting Minutes

June 21, 2017

10:00 a.m.

**Meeting Called by:** Michelle Wilson, Council Chair (ALSDE)  
**Type of Meeting:** Emergency  
**Secretary:** Becky Goodson (ASA) - Secretary

### Attendees:

Michelle Wilson (ALSDE)	Rick Freemon (TPL)
Rocky Milliman (ASA)	Steven Yates (ALSDE)
Nakia Robinson (ACCA)	Ron Leonard (NAAL)
Melvin Davis (ACHE)	Nancy Pack (APLS)
Becky Goodson (ASA)	Eric Dorr (CSRA)

### Agenda Topics

#### I. **Welcome and Introductions: Michelle Wilson/Council Chair**

Introductions & Announcements: It was noted by Michelle that we do have a quorum. Michelle stated that Gina Frady had recently retired and that the Council would like to do something in honor of Gina's years of service with the AVL. Eric Dorr will be our point of contact until further notice.

#### II. **Budget Surplus– money to spend**

##### 1. Reasons for surplus:

- A. AVL paid this year's Pebble Go out of last year's funds because we had a surplus at the end of the year. Pebble Go is comping us the two months in order to fill the gap so that we can place them on a regular billing cycle.
- B. Melvin reported that Serial Solutions was zeroed out because we didn't pay them and we also still have \$15,000 for promotional items.
- C. Therefore, AVL has a surplus total of \$223,605.08 remaining in our account to spend before the end of the fiscal year.

##### 2. Obstacles to spending money:

- A. If anything is over \$15,000 and has to be bid out, then the AVL will have to secure bids by this Friday.

B. Exceptions to this rule are if the vendor is a sole source or a state agency.

**III. Suggestions/Options to spend surplus**

1. Michelle suggested that this would be a good time to pay ASA to redesign AVL's website since they are a state agency, not needing a bid and present a good design. The breakdown for the AVL website redesign activities for the \$120,000 redesign quote are listed on the handout. This process will take several months. Can we legally pay for this work that won't technically end until after the end of this fiscal year? ASA will send an invoice and AVL can pay the invoice and work with ASA until the project comes to completion. If we decide to spend the money on the website redesign then we will have \$103,605.08 remaining after the purchase.
2. The Database Review Committee reviewed Statista and obtained information from them on available access. Statista is worldwide statistics. Statista has two levels of access available for government clients. Statista items included:
  - A. Statista Premium for a cost of \$95,000
    1. Full access to 1.5 million worldwide statistics, data compiled from 18,000 private and public sources aggregated from North America, Europe, Asia with hyperlinks to direct back to original source, all statistics and forecast can be directly downloaded by pdf and excel formats. There are extensive selections of info graphics used for illustration and data visualization that can be used across all levels of interest and used for presentation and learning tools and information is prepared and vetted by a research team of over 150 analyst in Hamburg. Access available for all users and Alabama State.
  - B. Statista Campus License \$245,000
    1. Includes everything in Statista Premium and adds forecasting from 500 areas for 41 countries for a period of 5 years. More than twenty thousand public and private reports. Statistics can be downloaded according to citation standards, MLA, APA, Chicago and Bluebook and there is a digital market outlook and a consumer market outlook. Access to the platform can be in English, Spanish, French or German (multi-language access). They would provide usage statistics as well.
      1. Discussion about Statista, its usage value, price etc. was discussed by the Council.
3. Adding another module of Pebble Go such as Biographies which would be at a price of \$78,000. Four modules would cost \$284,000 at \$71,000 each and \$234,000 for three modules.
4. Billboard signs would allow us to reach out to people who we aren't currently reaching. Currently the way we market only reaches certain groups and not others.

Michelle Wilson called a vote to accept the website redesign for \$120,000, all were in favor.

The Council video conference called Eric Dorr to discuss questions regarding the website redesign.

The Council asked if we add \$20,000 for marketing to the MOA for the Website redesign that would leave us with \$83,605.08. Ron suggested we make a much lower bid to Statista such as \$65,000 and see what they are willing to take.

Nancy Pack asked Eric Dorr if it would be possible to add some marketing supplies to the current MOA or contract to make X amount of brochures, pamphlets, posters, physical materials with new logos. In response to Eric's question about how many we might want the Council asked for 1000 11 x 17 posters, 1000 brochures & 1000 pamphlets with the new logo and possible a pop-up for our AVL booth. Eric said he would have to look into it and get back with us.

Ron Leonard had questions for Eric regarding searching capabilities for all databases by topic, names, etc. Eric responded by saying that each database would need to be indexed in order to search by topic, magazine name, or journal name.

Eric stated that the website content would be the same but with a new look.

Michelle also mentioned that the Council would like to do something for Gina for all of her years of service and asked Eric to inquire if she could attend our September meeting for that purpose.

Steven made a motion for a vote to add \$20,000 to the ASA MOA/Contract for marketing supplies (if ASA can work this out for the AVL) and a motion for Ron to consult with Statista and asking for less than they required \$95,000 for Statista Premium plus ask for an additional three months to be added to their contract in order to get contract in line with other database contract billing periods, Rick seconded the motion and all were in favor and the motion carried. This encumbers \$140,000.

Steven moved to add \$3600 to marketing budget, Nancy seconded the motion, all were in favor and the motion was passed.

Michelle noted that we had \$80,000 remaining in our account with options on the table for Pebble Go module, Ron to negotiate with Statista, or the billboards.

Nancy made a motion to give Ron the authority to negotiate with Statista and/or Serial Solutions using \$80,000 starting the contract for the normal period. The AVL dropped this database because of the inability to obtain a sole source letter from them (Serial Solutions) in the past.

Nancy made a motion to purchase Serial Solutions first and negotiate for Statista with the remaining monies.

Nancy made a motion to negotiate 2<sup>nd</sup> database Access Science database if not over \$80,000.

Plan A

Negotiate Statista for \$80,000 and Ron seconded the motion and all were in favor and the motion was carried.

Plan B

Negotiate 2<sup>nd</sup> database of Access Science database if not over \$80,000 depending on how negotiations go with Statista.

Plan C

Use left-over monies to use for marketing purposes.

Nancy asked to rescind her previous motion

Nancy made another motion to 1<sup>st</sup> negotiate Access Science, 2<sup>nd</sup> negotiate Statista and 3<sup>rd</sup> to use the remainder for marketing. Rick seconded the motion and the motion carried.

**IV. Next Meeting**

July 19, 2017

Alabama Center for Commerce

401 Adams Street, Suite 764

Montgomery, Alabama 36130

**V. Adjourned at 12:17 p.m.**

Respectfully submitted by: Becky Goodson