

MABA Meeting Minutes

November 16, 2020

10 a.m.

Via Zoom Meeting

Present

Bill Lippincott, President
John Ring, Vice-President
Robert Sezak, Treasurer
Harland Eastman
Dave Young
George Siscoe
Sandra Hoekstra
Ian Kahn
Craig Olson, Secretary

Bill brought the meeting to order at 10:03

Directory and Website

No directory this year, it is the regular off-year for publishing. Bill asked if we should have an announcement on the website to potential open-shop visitors that they will be required wear a mask and abide by any other protocols for sanitizing and distancing. Robert Sezak agreed that he would have it added to the website.

Annual memberships will be due by January 1, Robert will send out notices via email. Bill also added if there are any applications for membership before the Spring Board Meeting that the Board could organize a special meeting to review the application.

Virtual Book Fairs

Ian Kahn reported that he has exhibited at three fairs and found the Boston Fair good, has been surprised by how well they have gone. Cost for the Boston ABAA show was \$500, fixed costs very different for virtual shows. Will be surprised if they go away post-pandemic. Bill Lippincott reported that he had good luck with the Gettman Fairs he has participated in.

Gettman's model seems a lot more manageable, but still a lot to get through if you are viewing every vendors "booth." Sandra Hoekstra and Ian agree that the key is having very visual or unique items. Sandra has done six so far, which includes ABAA; she likes them a lot.

Open Shop Sales

John Ring has been happy with business this fall, online good, in-person sales good, too. Harland Eastman reported that he's been very happy with sales. Dave Young reported that its been about even and a bit up; new customers moving to the state, different interests than in the past.

Much discussion about virtual fairs and the new approaches we are all learning about building reputation, new clients, and sales.

ABE Sales Tax

Bill Lippincott asked about ABE charging/collecting sales tax for Maine sales. Bill intends to reach out to some of the other state and regional bookseller associations to see if there is a way to influence ABE to begin collecting on behalf of dealers as they do at Amazon as ABE is owned by Amazon. Robert said that he didn't see any problem in using MABA letterhead in the quest.

Being no further business or discussion, the meeting adjourned at 11:02 a.m.

Respectfully submitted,

Craig R. Olson
Secretary