

**NJLA Public Relations Committee Meeting Notes**  
**Thursday, March 16<sup>th</sup> 2017 @ Asbury Park PL**

**Attendance:**

Andrew Luck, Jill D'Amico, John Arthur, Emily Weisenstein, Stacy Brody

**Minutes:**

Approved after correction to spelling of Otto Bruyns.

**Executive Report:**

Nothing to report

**I Love NJ Libraries FB Page:**

Nothing to report from Rachel.

We are working on writing and collecting stories. Finished stories should be sent to Jill D to be put on the existing I Love NJ Libraries website.

There was discussion on compiling library related news stories – mentioned were a USA Today story mentioning New Brunswick Library as a top 10 Holi Celebration location. We could create a listicle alone with Otto Bruyns Library's World Hijab Day and other library cultural events (Metuchen Library mentioned).

**Outreach Kit:**

Trenton Punk Rock Festival: Andy will try to go

RU Day + Folk Music Day – April 29<sup>th</sup> – John A might be able to go.

From Stacy B's notes:

NJ Science Convention - Oct. 24-25, 2017 - \$400 for non-profits. Might be a steep price

NJ Science Teachers Association – Aug 17<sup>th</sup>

Super Storm Sandy: 5 years later – Oct. 26<sup>th</sup> – Meadowlands

Would NJLA sponsor us to be at any of these events?

**Snapshot Day:**

Stats are completed and available. Andy will send all stats to Peggy C. She will compile them and create imagery to be used statewide.

Discussion on how to simplify some stats – it was decided that Peggy would best know what certain stats could be used for.

Discussion on Book Mobiles – why do the numbers seem low?

**New Ideas:**

Banned Book Proposal:

Will this be something that comes from NJLA? Or from individual Libraries or related organizations (Friends groups?)

Some complications: Library Boards may have issues.

Partnership opportunities: is there a local mixologist organization?  
More discussion needed.

Next year:

Emily would like to develop a website compiling PR materials for libraries. Include stock photos, templates, etc.

**Newsletter:**

No news on legislative issues for the newsletter.

Our spring newsletter will include our Snapshot Day results.

**Next meeting:**

April 13: East Brunswick Library – 3-4:45 pm

May (date TBD): Metuchen Library