**Minutes for NJLA Public Relations Meeting: Tuesday November 12, 2013**

Nadine called the meeting to order at 10:05am via Adobe Connect (online chat). Members present for this meeting: Lina Belkewitch, Karen Brodsky, Lisa Dunfee, Rebecca Leopold, Nadine Sergejeff, Kate Vasilik (moderator)

October minutes approved.

Nadine volunteered to take minutes for this meeting.

Any urgent issues to discuss? N/A

Executive Board Update: the meeting was canceled for Oct and the board is meeting next week

The November issue of ***I Love NJ Libraries* Newsletter** is currently being mailed out.

**Next issue for newsletter will be set for February** . Topics to discuss: I Love Libraries Month, Take Your Child to the Library. We will continue to brainstorm ideas during our next meeting in December.

**Middletown PL** has been taking care of with their social media.

**PR Makeover** – was scheduled for Monday October 21 at 2:30pm @Freehold Public Library. This was a rewarding assignment, the staff were very open to our suggestions and began implementing them almost instantaneously. The library was very deserving of this makeover and was extremely grateful for all of our suggestions and feedback.

**Librarian of the Year** – Nadine will type up the guidelines and tips to be given to librarian of the year and forward them to Leslie Kahn. Nadine will also send the LOTY a list of interview questions. The committee developed some additional questions during this meeting. We will try to reach out to Joe DaRold to see whether he can interview Leslie. Date TBD.

No updates on the **infographic** or **Snapshot date for 2014** .

**NJLA 2014 Conference**

Nadine lined up from Denise Anderson from Rutgers U. to discuss new media/marketing/initiatives; Ms. Anderson seems to be enthusiastic about this. Nadine is trying to get some information from Ms. Anderson for the proposal and will submit it by November 22 (the deadline).

Lina will submit a proposal for a program on Infographics.

No word from the Member Services Committee re: cosponsoring a program about social media.

A last minute idea emerged- a brown bag lunch with a panel consisting of the LOTY and former LOTYs. Nadine will reach out to Leslie Kahn to see if this can be arranged. List of former LOTYs is available here: <http://njla.pbworks.com/w/page/59450830/Honors%20and%20Awards%3A%20LOTY>

Next meeting will be 2nd Tuesday for December 12/10/13 at 10am via adobe connect. The room address will be the same.

Meeting adjourned at 10:50am.