

**NJLA Public Relations Committee Meeting Minutes**  
**Tuesday, July 26, 10 a.m.**  
**Long Branch Free Public Library**

**Attendance:** Andrew Luck, Lina Belkewitch, John Arthur, Rachel Paulus, Galina Natenzon, Peggy Cadigan, Jill D'Amico, Madelyn English, and Pat Tumulty

**Executive report by Pat**

- A special election will be held to fill the empty seat on the NJLA executive board.
- The legislative priority is to get the construction bond on the ballot for next year because that's its best last shot.

**Minutes**

- The June minutes were approved with a correction regarding John D.'s talking about the "I Love NJ Libraries" website (as opposed to Facebook page).

**I Love NJ Libraries Website**

- There was discussion about the "I love NJ libraries" page - what do we post? who is it geared towards? Do we show or tell? Who is our audience?
- Pat wants admin access to the website.

**Old Business**

- Follow up to PR staff email collection
  - o We will investigate creating a listserve for publicity/PR discussion among library staff
  - o I Love NJ Libraries FB page - Rachel was added as an admin of the FB page, she is enthusiastic about posting and knows what she's doing.

**New Business**

- Pitch Box Posse - an overview of the Pitch Box concept was given for new members
  - o The idea is to collect trends, stories, things we can use to inform the media about what libraries are up to.
- Outreach kit/Working with D&O
  - o [The calendar was shared](#) - please add to it and help develop materials to take on the road with us

**Snapshot Day**

- Date is set for Tuesday, October 18th
- [Everyone was sent the link to the statistics collection form](#) - please edit/comment/discuss so we can have a document to use by the end of August
- Volunteers are needed to help on the day itself - making pop-in visits to libraries
- Peggy will ask NJSL graphic designer to update the logo - perhaps there is a budget for other materials?

**Your NJ Libraries Love You Newsletter**

- Spring issue is now the summer issue, which will be out soon, featuring articles on voter registration, summer reading, and Friends of the library booksales
- Upcoming themes for fall & winter may include library card signup month, the construction bond issue, NJ Libraries Love You month. Suggestions are welcome.

**Good of the Order**

Lina will be retiring at the end of 2016

**Upcoming meeting locations and days**

- August 26 (10am to noon) - The Princeton Public Library
- September 23 (10am to noon) - SCLS - Somerville Branch
- October 21 (10am to noon) - South Brunswick Public Library
- November 18 (3pm - 5pm) - East Brunswick Public Library
- December 16 (10am to noon) - Newark Public Library/Van Buren Branch