

PALS Plus Public Relations Committee Minutes
April 21, 2017
Alfred H. Baumann Public Library (Woodland Park)

CALL TO ORDER

The PALS Plus Information Management Committee was called to order at 10:20 AM by Committee Co-Chair, Linda Hoffman.

ATTENDANCE

In attendance was Linda Hoffman, Michael Drazek, Claudine Pascale, and Luca Manna (PALS Plus liaison).

APPROVAL OF MINUTES

Minutes of previous meeting were approved with no changes.

OLD BUSINESS

Meeting dates & locations for May and June were set: May 19, 2017 at the Allwood Branch of the Clifton Public Library and June 6, 2017 at the Pompton Lakes Public Library.

Mrs. Hoffman updated the committee on the media contact list. We have received several responses from member libraries, but a reminder will need to be sent so that the list may be as complete as possible.

Mr. Manna updated the committee on increasing the PALS Plus social media output. At this time, we have not been actively promoting services through our social media platforms and Mr. Manna will investigate the means of automatically sharing content disseminated by member libraries.

Discussion on the details of developing and implementing the summer landmark and libraries program continued. Mrs. Pascal will create and email a survey to PALS Plus libraries asking them to identify local landmarks which could be featured on the PALS Plus 'map'. Mr. Manna will reach out to Lisa Jorgensen at Wayne to assist the committee in creating the print-out that will be used by patrons who participate in the initiative.

As a means to entice participation, prizes will be awarded to participants. While details have yet to be finalized, two prizes will be awarded: one for an individual who visited all PALS Plus libraries and another for participants who visited one or more, but not all PALS Plus libraries. The prize would be presented to the winners at the September membership meeting.

A discussion ensued on naming this program. The committee will bring various suggestions to our next meeting and decide on a name.

Dates for the event were set as June 21 – September 5, 2017 – the first day of summer and Labor Day weekend.

The possibility of partnering with local businesses was also discussed.

Mr. Drazek presented the committee with various samples of brochures and other informational and instructional pamphlets from the PALS Plus archives and neighboring library systems. Due to the demands of the summer initiative, the committee decided to table the creation of a brochure until the summer program is in place.

NEW BUSINESS

An effort will be made this year to increase participation in the Passaic County Fair by member libraries, including those in Essex County. Ideas were proposed to entice the public in visiting the tent and learning about PALS Plus libraries, including a 'living' read poster where people could be photographed reading, a story walk, and photo booth.

ADJOURNMENT

The meeting ended at 12:15 PM.

Respectfully submitted,

Luca Manna