

PALS Plus Public Relations Committee Meeting Minutes: 2017

The PALS Plus Public Relations Committee meeting called to order at the Pompton Lakes Public Library on Friday, June 16, 2017, at 10:00 am, by Linda Hoffman.

Present:

Ally Blumenfeld _____	N	Anne Krautheim _____	Y
Maria Deptula _____	N	Luca Manna _____	Y
Michael Drazek _____	Y	Claudine Pascale _____	Y
Linda Hoffman _____	Y	Patty Slezak _____	N
Lisa Lum Jorgensen _____	Y		

APPROVAL OF MINUTES:

Month of   N/A   Motion by   N/A    
Seconded by   N/A   Approved   Yes     No  

Old Business

- Map – All edits/corrections need to be submitted by Monday at noon. Maps will be printed in house by libraries that have capability, several PALS Plus libraries have volunteered to print for those that do not have ledger size machines and distribute accordingly. Mode of transport TBA
- Buttons – Luca is purchasing 1000 and will distribute to libraries that have button makers and make for those libraries that do not.
- Rules will be distributed to PALS Plus contact list electronically
- Press Release – PALS Plus will be sending out PR to media contacts, as well as sending letters/maps to freeholders, landmarks etc. via snail mail
- Procedures - All PALS Plus libraries need to do is stamp the maps and collect entries and return to PALS Plus offices by 9/14. The committee will review entries and enter names on ticket etc. on 9/15 to be ready for drawing on 9/28
- All committee members should review Toolkit and add book selections, ideas, etc.

Passaic County Fair

Luca will send out an email on 7/5 strongly suggesting full participation from all Passaic County Libraries. Anne will follow up on space and what is provided (tent/tables/chairs). Schedules/Amusements/Displays/Picture/Social media outlet opportunities will be fleshed out at our July meeting of 7/14 .

- Although, we asked Lisa to update the brochure, there may be other changes – 20 libraries instead of 19, Verona’s temp location, West Milford’s new location, Woodland Park’s official name (also our summer hours are different), confirm all libraries hours. Luca may need to review first for hours and we can make other recommendations at the July meeting.

Respectfully submitted by Linda Hoffman