

Public Relations Meeting - 4.4.2018 - Fairfield Public Library

Members present: Linda Hoffman, Anne Krautheim , Brianne Columbo , Claudine Pasqual, Michael Drazek, , Francine Falcone

Absent: Luca Manna and Barbara

Meeting called to order at 10:05 am

Old Business

Tagline -the 4/15 deadline for Tagline vote from consortium.

FAQ's for Brochure -Lisa Jorgenson asked everyone to review and/or add FAQ to the Google Drive

Summer Reading Campaign – Lisa distributed her artfully crafted VIP ticket to the committee, she asked for committee to review/edit/proof so that we will have ready to distribute to consortium in May. Each library will need to select an instrument

NJ Public Relations and Marketing Award – Michael submitted to NJLA, Linda and the committee thanked Michael for taking on this task.

Social Media Policy for Facebook and Instagram – Claudine and Brianne distributed the SMP to committee and will send to Luca for review and approval.

Bookmarks – this item was tabled.

New Business

Passaic County Department of Senior Service Health Fair – May 4th and 7th , the committee agreed to participate and Linda will reach out to consortium for participation as well.

Other Business –

- Linda discussed with the Kelly Ruffel and the possibility of partnering with her, and it was decided to invite her to our next meeting.
- Linda also talked about the tool kit and asked committee members to take a look in the Google Drive, and add selections etc.
- The committee also brought up getting a list of summer concerts from PALS Plus libraries communities.
- Passaic County Fair was discussed, blanket photo releases etc. Brianne has wording to cover this and will send out to all.
- PALS Plus mission statement was discussed, Brianne volunteered to check with Luca for PALS Plus.
- PALS Plus FB Page was discussed; the committee agreed that combining the Youth Services Page with PALS Plus is the right direction to go in to raise visibility on the social media environment. It was decided to bring this to Luca for approval.
- Google Docs was discussed, Linda suggested that each member log in as an individual thereby assigning color to the individual.

Meeting adjourned at 11:10 am