**Minutes for NJLA Public Relations Meeting: Tuesday February 11, 2014**

Nadine called the meeting to order at 10:05am via Adobe Connect (online chat). Attendees present for this meeting: Pat Tumulty, Eileen Palmer, Peggy Cadigan, Lina Belkewitch, Lisa Dunfee, Rebecca Leopold, Nadine Sergejeff, James Keehbler (moderator)

December minutes approved.

Nadine volunteered to take minutes for this meeting.

**Snapshot Day** – Will be held on October 1. Attendees brainstormed several ideas & decided that libraries will be able to select one theme (Finding a Job, literacy, Surprise me, etc.). We need to bolster participation. Peggy will look at examples from other states. A flyer will be designed to promote Snapshot Day & the PR Committee will distribute the information at the NJLA Conference. We may focus on fewer categories and use general attendance numbers.

**Advocacy Campaign** – NJLA will hold Advocacy Week during National Library Week. Videos will be collected from library users about how they use the library. These will be posted on the I Love NJ Libraries website.

The February issue of ***I Love NJ Libraries* Newsletter** is currently being mailed out. So far, the responses have been positive and the Neptune Public Library will offer patrons the opportunity fill out library valentines.

**Next issue for newsletter will be set for April**. Topics to discuss: National Library Week, Earth Day, and legislation/advocacy.

**Librarian of the Year** – The video interview will take place the morning of Thursday, February 20th. Doug Baldwin (Piscataway PL) graciously offered to assist with the filming.

**NJLA 2014 Conference**

We submitted two programs, one of which was accepted (Infographics II). This will be offered on Tuesday, June 3, at 9am. Nadine will reach out to the Urban Libraries Section to determine if a program we were going to co-sponsor was accepted and Nadine will ask Keisha whether she would be willing to moderate the program about Infographics.

Lina will review our display and Nadine will work with her to update the information if necessary.

Next meeting will be held March 11/10/14 at 10am via adobe connect. The room address will be the same.

Meeting adjourned at 10:50am.