**Attendance**: Karen Serach (Mercer Co. -Lawrence), Kristen Andersen (Glen Ridge/Leonia/Montclair), Lina A. Belkewitch (East Orange), Jill D’Amico (East Brunswick), Andrew Luck (Paterson), James Keehbler (Piscataway), Pat Tumulty (NJLA), Donna Perkosky (Paramus)

*Meeting called to order at 10:13 a.m.*

**COMMITTEE INTRODUCTIONS**

**MEETING DATES**

* Committee members present agreed to meet on the first Wednesday of the month starting in January 2015. Meetings will begin at 10 am.
* The December meeting will be held on Tuesday, December 2 at 10 am.
* All meetings will be held at the East Brunswick Public Library. (Thank you, East Brunswick!)
* Committee members who are unable to leave their libraries on the scheduled meeting dates may have the option of attending the meeting on line.

**WEBSITE**

* The wiki is being migrated into the website – njlamembers.org. Committee members were asked to review the wiki and make recommendations of what should be migrated over.

**SNAPSHOT DAY**

* Feedback from this year:
	+ Pictures posted by other libraries didn’t appear on the newsfeed on Facebook
* Creating a working group for 2015 – will reach out to Peggy Cadigan at NJSL to work with
	+ Possibility of working with another social media platform - Karen and Kristen agreed to review
* Promoting Snapshot Day for greater participation
	+ In snapshot publicity, consider changing the wording from ‘participate’ to ‘post’
	+ Ask that sections also help promote this advocacy effort
	+ Make it an annual event instead of skipping years
* Libraries may have had issues regarding the photographing of patrons/privacy.
	+ Offer ideas for future
	+ Provide a sign template – “Today is Snapshot Day….”

**PRESS OUTREACH**

* Create NJ-centric press releases (suggested by Pat Tumulty) that can be distributed to NJ Libraries for:
	+ I Love Libraries Month – February, National Library Week – April, Summer Reading – June, Library Card Sign-up Month – September
		- Lina will tweak ALA materials for these
* Quarterly Newsletter – we will have to discuss this going forward
* Using other sections and committees as distribution points for information & outreach efforts
	+ Suggestion to write content for NJ State Assemblyperson and Senator newsletters about library offerings

**CONFERENCE PROGRAMS 2015**

* Proposals
	+ Building a brand for your library: It’s not as hard as you think! By Jennifer Breuer, Director of the Glen Ridge Public Library
	+ Digital Engagement presentation by Johannes Neuer (NYPL)
		- Presentation was done and was well received at the Trustees Institute – perhaps better as a keynote or president’s program?
	+ PR Committee Round Table discussion on our mission
		- Connecting with the local community, stressing how libraries love their communities and how PR for libraries can reflect that

**HONORS AND AWARDS SUBCOMMITTEE**

* End of November - Nominations open
* March - Winners are announced
* They ask for assistance in publicizing winners
	+ Create a press release template for the winners
		- Have this ready for January
* Also help in identifying nominees in media and among community organizations.

Next meeting December 2 at 10 a.m. at East Brunswick Public Library

*Meeting adjourned at 12 noon.*