**Attendance:**

In person: Jill D’Amico (East Brunswick), Donna Perkosky (Paramus), Kristen Andersen (Glen Ridge / Leonia / Montclair) – arrived at 10:17 am

On-line: Lina A. Belkewitch (East Orange), James Keehbler (Piscataway) – Thank you, James!!

*Meeting called to order at 10:07 am*

**MINUTES**

Approved the minutes from November 14, 2014 meeting

**MEETING DATES**

* Meeting Dates will be included on the PR section of the new website
* Committee meeting dates have been added to the NJLA calendar

**WEBSITE**

* The agenda and minutes will be migrated over from the wiki to the website
* Additional information to include on the new website is:
  + Committee purpose / mission
  + Committee roster

**SNAPSHOT DAY**

* Promoting Snapshot Day 2015 at the NJLA Conference
* Meet / Discuss with Peggy Cadigan at the State Library
* Idea for Snapshot Fliers for NJLA Conference
  + Side 1 promote Snapshot Day 2015
  + Side 2 promote using “Snapshot Day” techniques throughout the year

**PRESS RELEASES**

* NJ-centric press release for I Love Libraries Month – February 1
  + Lina will have for the January meeting
  + Sending out mid-January
* Quarterly Newsletters – I Love NJ Libraries (Audience: Library Champions). Goes out through the I Love NJ Libraries website.
  + Jan / Feb – Theme/topic: NJ Libraries Love You | Content deadline: January 7, 2015
    - #Librariesontheedge – Terrie McColl
    - Northvale Coming Together as a Community for a Library – George
    - New Years’ Resolutions (and/or Using the Library in the winter) – Kristen
    - Black History themed article – highlighting both the month and library partnership
    - Include a testimonial form for why or what they love about their library
  + Apr / May – Theme/topic: National Library Week
    - Advocacy week videos
    - Wearing the same color throughout the state
  + Jul / Aug – Theme/topic: Summer Reading
    - Local Superheros
  + Oct / Nov
* I Love NJ Libraries – Is there still an events calendar on this website? If yes, is it still necessary?
* Content for NJ State Assemblyperson and Senator newsletters – for February, the general press release will be reworked and sent
  + To encourage other sections and committees for information & outreach efforts, consider a contest

**CONFERENCE PROGRAMS**

* The following conference proposals have been submitted
  + Building a brand for your library: It’s not as hard as you think! By Jennifer Breuer, Director of the Glen Ridge Public Library, Glen Ridge, NJ
  + PR Committee Round Table
    - Connecting with the Community
    - Libraries Love Our Communities
    - Telling the Story
* Newsletter Committee has asked that the PR Committee co-sponsor a program – “New in Newsletters: eNewsletters Made Easy”
* Digital Engagement presentation by Joshua Neuer was not submitted. The conference committee was already considering this as a program.
* PR Committee will have a table at the conference

**HONORS AND AWARDS**

* Nominations are now open. Share this with your fellow libraries and librarians
* Assist in publicizing winners with a press release template. Have this ready for February.

**IDEAS FOR 2015**

* Jan/Feb I Love NJ Libraries newsletter – create an email or one page sheet for I Love My Library month to give suggestions for quick, easy, fun and inexpensive ideas.
* Apr National Library Week (Apr 12 – 18) / National Library Worker Day (Apr 14)
  + Encourage all of the library staffers in the state to wear the same color
  + Operation Goody Bag ([www.operationgoodybag.org](http://www.operationgoodybag.org)) – will approach Terrie McColl, Pat Tumulty, Cheryl O’Connor and Peggy Cadigan. Maybe drop off the bags at NJLA Conference.

*Meeting ended at 11:28 am.*