NJLA Public Relations Meeting
11/18/16
East Brunswick Public Library

Attending: Jill D’Amico, Andrew Luck, Madelyn English, Emily Weisenstein, Lina Belkewitch, Jessica Schneider, Stacy Brody, Galina Natenzon

October minutes approved.

Executive Report:
• Professional Development Leadership meeting will be held on December 12th at SBPL.
• Jeanne Ryan is representing us at the League of Municipalities. Jill reports we are doing well.
• Election petitions will be due soon.

Old Business:
I Love NJ Libraries
• No report from Rachel
URL for LibrariesNJ.org is purchased and live. Still a work in progress.
• Report from John D’Aquino: currently John is working on NJLibrariesbuildcommunities.org. Once this is finished, the PR committee can help promote this site to the public.

New Business:
Upcoming Events for the Outreach Kit:
• 12/7 NJ Non Profit Conference and Public Policy 201
• 1/20 Plainsboro Alliance
• What other local fairs or community organizations can we reach out to?

Snapshot Day:
• Brett is finalizing statistics.
• Discussion on how to get these statistics back to the libraries:
  o Create infographics? One for the state and a template for individual libraries?
  o John D. would like to create an online database for Snapshot stats. Can we create a template for people to plug in? We need to decide what software is the most practical: Power Point or Publisher.
  o We would like to create one really nice infographic for the state poster.

Fall Newsletters:
• Cindy Czesak is still working on construction article.
• Rachel wrote the HEAP article.
• We can promote the Construction Bill website
• We can write an article on the Snapshot Day Tour.
Winter Newsletters:
  - I Love Libraries Day
  - ESL & Citizenship Programs
  - Information Literacy Stories – the Fight against Fake News?

Upcoming meeting locations and days:

December 16 (10am to noon) - Newark Public Library/Van Buren Branch

January 13th (10am to noon) – Madison Public Library