

**Minutes for Library Advisory Commission
Advocacy Committee Meeting
January 5, 2015**

Location: Buttercup Grill, 229 Broadway
Meeting Started at 6:15 p.m.

Commissioners Present: Kathryn Sterbenc (Chair); Noelle Duong, Rosa Montgomery, Roy Chan, Leslie Mandros Bell, Andrew Racle

Absent: None

1. Reviewed and Approved December 1, 2014 Minutes (Attachment 1)

2. Elections: Nominations for a new chair and vice chair

Commissioner Mandros Bell nominated Commissioners Sterbenc as chair and Duong as vice chair. Commissioner Montgomery seconded. All voted aye.
Nomination will go to LAC on Jan. 26.

3. Discussion of Sustainability Ad Hoc Committee/post-election budget climate.

- Commissioner Sterbenc gave members an update of the budget climate, including the item on the City Council's Jan. 6 agenda to approve approximately \$385,000 in surplus funds to offset the \$3.5 million budget gap projected for July 2015. That would total \$1 million in set-aside funds.
- Members discussed whether we need a separate committee, or whether this campaign strategy and budget discussion can be covered as part of Advocacy's work. To meet the five-month max Ad Hoc limit, the end date of Sustainability would be passage of the FY 2015 budget on June 30. Members agreed we can fold this work into Advocacy's meetings each month.
- Commissioner Mandros Bell suggested we separate the Advocacy agenda into two parts – Advocacy, and anything related to sustainability, budget, or campaign strategy. Commissioner Mandros Bell moved, Commissioner Racle seconded, all approved.

4. Finalizing "Bookmark" FAQ handout. Update on progress and deadlines for delivery.

- Commissioner Mandros Bell shared a mockup of the front of the bookmark. Winifred Walters gave her access to photos on OPL's Flickr feed. A designer friend pixilated the images for a "painterly" look and designed the draft bookmark. Members generally liked this look, except for a mother/child reading image that looks too blurred.
- There are three standard bookmark sizes provided by most printers. Members noted that the FAQ text will need to go on the back, so the largest size might be needed to accommodate the text.
- Commissioner Duong noted that we might consider how many bookmarks we want to provide to each branch.
- She also suggested we list the answers without the questions, which is usually redundant, and that also will reduce the amount of text and make it more appealing to readers.

- Grant Inaba sent several emails to LAC members seeking FAQ suggestions. Will ask him to send his list of questions to Commissioner Racle, who volunteered to draft the text. Advocacy members will draft answers.
- Commissioner Mandros Bell will ask Ms. Walters how to credit the photos. Will also ask her designer for price estimates from multiple print shops, and will try to get this information by Feb. 2 meeting.

5. OPL Video Production Discussion (Commissioner Chan)

Discuss how LAC can help produce a 3-minute video about the OPL, which could be shown to local groups, leaders, corporations, etc.

- Commissioner Chan said the simplest approach is taking what we have already – audio from the public hearing – and overlaying over OPL Flickr images with music. Commissioner Duong created a slideshow for the public hearing that we didn't have the ability to show, and will email it to Roy for his review and use, along with the photos she used. Commissioner Mandros Bell will send him the photo info that Winifred Walters gave her, and he will review those photos as well.
- Commissioner Chan has a copy of the public hearing audio to grab quotes. Commissioner Sterbenc directed him to the LAC's page of the OPL site that has the transcript, and she will also forward the OPL Advocate issue that has the five panelist quotes highlighted.
- Commissioner Mandros Bell asked about the feasibility of providing text in Spanish and Cantonese. Commissioner Duong suggested that we create separate versions in those languages, because putting all three languages on one bookmark would be too much.
- Commissioners Sterbenc and Racle said they would like to see the English version completed and printed before we proceed to producing other language versions.
- Commissioner Duong commented that each branch has computer screensavers, and we should ask OPL Administration if we can use that real estate with some of these pro-OPL images and quotes.

6. Any items to share at Coalition meeting?

Commissioner Racle took a mockup of the bookmark and will share it with Coalition members at the Jan. 11 meeting.

7. Open Forum (Public Comment)

None.

8. Next meeting: 6:30 p.m. Monday, Feb. 2, Buttercup Grill, 229 Broadway.