

**Library Advisory Commission: Networking Committee**  
**Aug. 10, 2015 Minutes**  
**Buttercup Grill, 229 Broadway:**

Present: April Harper (chair), Victoria Barbero, Grant Inaba, Kathryn Sterbenc, Ruby Bernstein

Absent: Ain Bailey

Public: Rose Heredia, Aakaanksha Sharma

1. Draft minutes approved by unanimous vote.

2. Newsletter:

Will include:

Ruby's \$5,000 photo and blurb

National Night Out – seek a photo of the book bike

Branch Friends – invite them to tell what they're doing

Piedmont Friends are having a sale. Branches are also having voter registration day on Sept. 22, and Sept. 26 is book sale.

Send date: Week of Aug. 10

3. Social Media

a. Twitter protocol: Whenever someone tweets at us, KS will forward to April, who will retweet.

b. Calendar: Members discussed whether all commissioners should have username/password to LAC's Gmail account. Grant will email username/password to everyone, and we'll monitor usage.

c. Increasing tweets and Facebook posts: KS suggested we do it weekly. April said a weekly theme would be great. Hootsuite.com is useful for scheduling posts and tweets. April will set up a Google Alert for library content. April will post/tweet weekly.

4. Review Advocacy minutes

a. Advocacy is getting estimates for T-shirts with Amy Martin's image on it, "Open Libraries Open Doors." Grant asked whether Oaklandish might be willing to sell these shirts. Also reported on OPL supporters' current efforts seeking promo ideas.

5. Public Hearing: Members agreed we should postpone this date until we have confirmed our ballot-initiative plans. All agreed we should seek the Council Chambers again.

6. National Night Out – Three commissioners attended on Aug. 4. Ruby traveled with Gerry Garzon and visited 5 parties in the Fruitvale area, including one at Dimond Branch. 25-40 people attended each one, and the last one they visited was the largest, with a jazz band. Awesome Orchestra played at the Main; about 70 people played. Everyone was very supportive of the library. Ruby gathered 22 new members for the OPL Advocate newsletter. Grant went to 3 locations in the Rockridge area, one with about 75 people. Everyone loved the bookmarks; lots of appreciation. "Everybody wanted to talk to me and ask questions; I felt like a politician," Grant said. KS attended 3 parties in the Melrose area. Two were small, the third with about 30 people. Only the largest party had enthusiasm for the library. All 3 commissioners distributed the bags of OPL swag that Winifred Walters provided at all parties. All agreed mingling is the best approach to spreading the word.

7. Other Business: Brainstorming for Promo Ideas:

- Ruby: We should have a table at every street fair.
- April: Should be at First Friday. Also, Temescal Branch has its own monthly thing on First Friday.
- VAB: We should contact Neighborhood Crime Prevention Council meetings.
- April: We should attend Art & Soul Festival, too.
- April: Off the Grid goes all over Oakland, not just at Oakland Museum of California, like in Uptown. Jack London Square has a Farmer's Market.
- VAB: Donate books to the jails.
- Rose: Book Swap. Bring your classics. Talk about it, and swap. Booksmith in SF does it monthly. Maybe post this on Meetup and ask owner if Laurel would host? Ask Administration if we could have something like that at Chavez. What would make people come? Refreshments? A speaker? A local author? Judy Juanita? Ruby knows her.
- Scavenger Hunt: Could work with librarians to hunt for resources and things they want people to find. Is this being done? Could it be done after hours? People could tweet pics of themselves finding the things.
- Have a Meetup party at AAMLO, to get more people there?
- One City, One Book: Is OPL going to do this again?

8. Next meeting, 6:15 p.m. Monday, Sept. 14, Buttercup