

LAC Advocacy Standing Committee
DRAFT MINUTES, Monday, Aug. 3, 2015
6:30 p.m. at Buttercup Grill, 229 Broadway, Oakland

PRESENT: Noelle Duong (co-chair), Kathryn Sterbenc (co-chair), Rosa Montgomery
ABSENT: Roy Chan, Lesley Mandros Bell, Andrew Racle
PUBLIC: Aakaanksha Sharma

1. Review and approve minutes from July 6, 2015, (Attachment 1). Duong moved, Montgomery approved, all voted aye.
2. Agenda/minutes review with Networking Standing Committee – any issues? Both looking for ways to promote the library.

ADVOCACY:

3. Update on OPL Videos – Chan: 1-minute teen video and 1-minute general video. Chan absent; no update.
4. OPL advocate T-shirts – Mandros Bell gathering pricing and size info. Committee discussed following items in her absence:

Want shirts to represent power in numbers
Everyone asked to brainstorm and send suggestions
Have members of the public wear the shirts
FOPL board may be interested in funding
Help needed to decide color of the shirt (navy, light blue, grey)
SEIU uses purple, yellow; Waste Management uses green
How can we sell these? Would FOPL have to sell them? Would FOPL be willing to sell them in Bookmark Bookstore and online? Does Oaklandish print shirts like this as community donation?

5. Brainstorm for ideas about OPL promotional campaign – Sterbenc.
 - Get involved with OUSD (back to school night, assemblies, class visits)
 - Give kids free stuff
 - Programs before and after school starts
 - Outreach in different languages and print
 - Piggyback on other events (OPD, OUSD, etc.); they have resources and maybe we can hop onto their events
 - First Friday
 - Parties
 - Books and Brew
 - Book club
 - Ice cream book truck
 - Get involved in hospitals (Kaiser)- get involved at lower levels to build relationship
 - Contact sports teams in Oakland
 - Churches
 - Theater community
 - Community contact list
 - Children's Fairyland
 - Walk on the Wild Side
 - Personal connections and groups (find a new way to compile personal contacts)
 - Blog on Oakland Local
 - Meet the Commission (recruiting and outreach)
 - Fraternities and sororities
 - Mills College and Holy Names University

- Have a symbol/ icon (superhero – “Librarius”)
- Someone has a caped costume at OPL: Should use it more
- Mini comic-con hosted by the library
- Local author event
- Oaklandish shirts for the public
- Girl and Boy Scouts selling cookies at the library and partner with them to make a literacy badge
- Partnership with transportation so that people can get to the library
- Demos at the Tool Lending Library
- Banners and billboard
- School announcements / give out info on the library at orientation
- Bumper stickers, car decal, laptop stickers, magnets
- Rediscover childhood classics – Meetup event
- Library scavenger hunt – Meetup event
- Library crawl – branches would have to be within walkable distance and in safe areas
- Library validating parking
- Tweet favorite quotes from books or facts from books (auto-tweet)
- How-to workshops and tutorials (art, writing, poems, gardening, cosmetics, henna, nutrition)
- Can we get official city vehicles to have a OPL bumper sticker
- Advertise on BART
- Advertise on the radio
- Look at what library is already doing and see how we can promote those things

SUSTAINABILITY:

6. Ballot Initiative – Report on Oakland Library supporters’ conference call on July 23 and resulting discussions – Sterbenc.
Evaluating different types of ballot measures. Brainstorming promo ideas in the meantime to build general OPL support.
7. Items to share with Coalition
8. Next meeting at 6:30 p.m. Monday, Sept. 21 (DATE CHANGE because of Labor Day) at Buttercup Grill, 229 Broadway.