

OAKLAND PUBLIC LIBRARY ADVISORY COMMISSION ADVOCACY STANDING COMMITTEE

Meeting Minutes

Monday, February 1, 2016 – 6:30 PM

Location: Buttercup Grill, 229 Broadway

Attended: Commissioner Mandros Bell, Commissioner Spencer Griffin, Commissioner Montgomery, Commissioner Racle, Commissioner Sterbenc, Commissioner Duong

General

1. Review/Approve January 4, 2015 draft minutes

Commissioner Montgomery Moved to approve

Motion: Montgomery, Second: Sterbenc

All in favor – minutes approved

2. Minutes Review with Networking Standing Committee

- Discussed progress on scheduling meetings with electeds.
 - o Bring T-shirts for elected? For staffer? As staffer for sizing.
 - o Prepare short outline to make sure we are on the same message
- Discussed March 13th training for public speaking from 1pm – 3pm at Main. Entered in OPL Calendar.

ADVOCACY:

3. OPL Video

- Follow up with LAC proper on what to do at next LAC meeting.
- Could approach library students, with an eye towards a volunteerism project. Approach Berkeley programs for innovative design.
- Consult local community

4. OPL Advocate T-shirts – Mandros Bell

- Talked to Ronile Lahti, who is taking reprints to the Board
- Level of demand was higher than expected.
- Is available at Oakland Children’s Room, Bookmark Bookstore, Piedmont, and everyone who has them is selling.
- FOPL wants to be more collaborative and supportive with Branch Friends.
- Jenn Katz wants a list of commissioners & libraries to be available.

SUSTAINABILITY:

6. Ballot Initiative Update – Sterbenc

- Upcoming meeting with Mayor.
- Ellen Moyer to be present.
- Possibly to talk about ballot measure.
- Clarification on ownership of poll results

7. Return on Investment - Racle

- Nothing new on SF Branch Library Improvement program bond measure
- Campaign folks at Airbnb have expressed interest in library funding issues. May be good to consult with.
- Ideas / timing for next public hearing?
- One whole list of what the library does would be a helpful too.
- Places to post could include
 - o content for blog
 - o “Did you know” blog posting
 - o news column
 - o speaking to counsel as a testimonial
 - YLC Testimonial
- “Oakland Promise”
 - o Racle: look up SF partners
 - o Rebranding advocacy for library.
- If no-go on ballot initiative, may be good to refocus on rebranding and inserting OPL into education discussion (shifting from public safety messaging)
 - o Good to be broader and simple in goal
 - o Good for groundwork for 2018
- What would rebranding look like?

8. Items to Share with Coalition

- Discuss video / other ideas with them
- Discuss any updates on ballot initiative

9. **Next meeting: Monday, March 7, 2016, 6:30 pm,**
Buttercup Grill, 229 Broadway.