

Library Advisory Commission  
Advocacy Standing Committee Meeting  
September 12, 2016 - Minutes

Attendance: Commissioner Sterbenc, Commissioner Montgomery Commissioner Sanchez, Commissioner Lewis, Commissioner Duong, Commissioner Mandros- Bell

1. Minutes approved unanimously. Commissioners Sterbenc & Montgomery made motion.

2. Go over strategic plan – see strategic plan packets offered by commissioner Sterbenc

2 Standing committees replace networking and advocacy

**Change to sustainability-** ( budget, Measure Q pop up mobile library, training people to speak, which events are coming up to speak at and ready) and outreach (oversee telling people what OPL does, Facebook, twitter, Instagram, id voters for ballot measure, going to events)

**Add hoc committee** – facilities (organize and formalize efforts for new main and San Antonio library) – 4-5 months or hard ending for this committee

5 months spent doing research to get new main done (who pays, voter approved?)

- If this committee goes on longer need to be approved by the city
- Can we rekindle the Hoover Durant library committee? (organized group) – wants to revive library
- Track groups that want new braches open (Hoover/Durant and san Antonio)
- Each committee has a mission statement (distinctive) – see yellow highlights

**Monitor funding** (strategic plan)

- **Strategic goal 2** – outreach (both committees have to prepare for ballot out reach)
  - speak at events
  - holiday mixer
- **Strategic goal 3** – new main
  - Last page infrastructure (chair and vice chair)
    - advocacy and networking will be replaced
    - (new assignment for committees) 15ppl/3 committees \
    - to select committee have criteria to prioritize people who join
    - add hoc when ends members go to one of the 2 existing committees or keep if it lasts
    - add comment field for committee sign ups

- people can be on more than one committee if desired
- action items to adopt committees and strategic plans during September meeting

### **Event advocacy**

- Possible events – Oakland art and sol, Oakland pride, holiday parade, book festival, art crawl, laurel street fair, timescale street fair, Mosswood fair, Montclair, Halloween parade in Piedmont, national night out, burger bugaloo,
- Noelle make sign up sheet and procedure for event – clip board for mailing list, promote social media, cat film festival, zombie crawl, Susan Coleman breast cancer run, Oakland marathon, boat show at Jack London, bbq cook off champion, Frisbee fest, jazz and dads day, bike to work day, spare the air, old Oakland Christmas,
- Next meeting decide the 2<sup>nd</sup> event
- Doing book festival for sure
- Target the uptown at first Fridays

### **5. Speaking workshop**

- talking points – practice
- online training
- bring/ make prepped bags to give out during training

**Next meeting** – create talking points and assign someone to prep bags

Social media update – training, at general meeting

- moved to next meeting

**Items to share with the coalition** – will be at book festival and ask for 2<sup>nd</sup> suggestion and if they want to sign up

**Notes:** have bags ready for city council visits (go over materials and find someone to bottom line)

Send out date request for YLC visit and sign up

Have commissioner speak at YLC meeting