

**Library Advisory Commission Outreach Committee Meeting
Monday, September 11, 2017 - Minutes
Location: Buttercup Grill**

Attending: Co-chairs Victoria Barbero and Lesley Mandros Bell, Commissioner Rebekah Randle

Member of the public Kathy McCall

Meeting called to order at 6:35 pm

1. Minutes of August meeting reviewed and approved--Motion-Victoria Barbero, 2nd-Rebekah Randle

2. Update on electronic docs/Google info--tabled to next meeting due to absence of Reginald Constant and Charles Sanchez

3. Review list of places to contact/speak in support of upcoming ballot measure
 - Ronile Lahti from the Coalition has a Google document spreadsheet with much of the info from the lists we have started input already, name and contacts in many cases, some other fields need to be populated.
 - Suggestion to target more specific groups rather than “preach to the choir” and visit groups we know support us already. Bigger businesses (Kaiser? Pandora?) may have staff outreach programs that would help spread the word
 - (Discussion of merits of June versus November ballot timing.)

4. Discussion of differing strategies for tax measure promotion depending on date (June, November)
 - bus photo ads and shelter ads such as the ones done for library cards this year
 - aim for big gatherings of younger voters and renters--litquake, First Friday, Fairyland events, OMCA evenings, etc.
 - Will renters turn out in June as well as November?
 - Could we have something out as soon as Autumn Lights at Lake Merritt in October?

5. New Business
 - plan to meet with city council members as soon as library polling is complete--the sooner the better
 - can we use the December 3rd LAC Mixer to launch the campaign? Great spot for politicians and advocates
 - share need for mixer committee formation at Sept 25th general meeting
 - plan to have invites to send to city council by October at the latest
 - think of some small item (calendar magnet? bookmark?) that we can give out at Mixer to keep people thinking of library voting

6. Items to Share with Sustainability

- How to target the most effective voters for us--i.e. renters and others who will approve taxes
- consider launching the campaign at the Mixer
- Commissioner Constant is going to be managing our Google documents

Meeting adjourned at 7:50 pm.

Respectfully submitted by Lesley Mandros Bell