

Outreach Committee Meeting Draft Minutes

Date: 11/2/2021

In attendance: Caleb, Alternier, Carolyn, Angelica, Kathryn (Friends of the OPL)

Caleb motions to approve minutes and Angelica seconds

Caleb suggests we recruit one or more of the new members to our subcommittee. Carolyn and Caleb will add this to the LAC January meeting.

Plan to return to relationship mapping when new members join.

Metrics we'd like to get on a monthly/quarterly basis: Foot traffic, circulation, self checkout vs staff checkout, rise of electronic materials, visitors, new books in circulation, impact of supply chain.

Carolyn would like to see these metrics compared to last year.

If foot traffic is down, then maybe the media department can help advertise that the libraries are open.

We discuss reasons why patrons might not be coming into the library and how we can get people back with a "welcome back" campaign" of some sort.

Agenda building:

1. Welcome new members.
2. Debrief on mixer. (What worked, what didn't)
3. Status of relationship mapping document and update frequency
4. Agenda building
5. Public comment