

Outreach Committee Meeting Final Minutes

Date: 6/1/2021

5:40 meeting called to order with Joseph, Carolyn, Angelica, and Caleb present

Carolyn moves to approve May minutes and Angelica seconds.

Joseph says that relationship mapping document is hard to share because it lives online and is in spreadsheet format.

Alternier joins at 5:47 pm.

We need to have an LAC account own the document. Maybe we can have a shared Gmail account that commission/co-chairs can own to claim ownership of the document or upload it to Sharepoint, so that it is editable and viewable going forward.

Then can we share view-only access to members of the Commission. Joseph agrees to send this to Kere with the suggestions.

Caleb says it would be great to walk through the relationship mapping document, but that we don't need to get it approved by LAC to be official.

Very little messaging/signage of library reopening. Carolyn says maybe they want to keep it low key until the June 15th reopening.

Caleb says there are likely uncertainties and library may not want everyone to return to branches at once.

Might we all be able to publish on Nextdoor to get out the word once it is fully open? Let's all suggest commissioners do this in our June 26th LAC meeting when we have a better idea of what the library looks like after June 15th.

Joseph suggests we add a button to new library sign ups (or line item on paper form) to get auto subscribe new card holders to the newsletter - Joseph to ask Jamie about this in the Director's report in next LAC meeting.

Carolyn asks if we could add "hey we're open" messaging to auto generated emails, like courtesy emails from OPL for holds. Angelica suggests maybe a banner at the top of the email, so that it doesn't get lost in all the information. Might this be a question for Jamie or Matt Bearson?

How can we convey our role on the Commission to the larger public? Caleb brings up the fire alarm model: the public pays attention when something goes wrong. But how can we convey that money is being spent appropriately and that everything is on track? A short summary would be helpful.

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Is there a way to have 10 key numbers that we track for the library? Joseph thinks it would be a lot easier this way to track changes and get a barometer on how the library is doing (books in circulation, FTEs, etc).

Carolyn suggests summary charts that explain book budgets and how much of Measure D/Q we have used. We need to set the figures that we care about and report back on that from budget/audit offices. What is the real impact of these Measures on the library?

Maybe we can break down the budget by what funds are being spent on and how that has changed over time. Ex: books, online, children, adults, computers. Ex: what was the cost of the RFID project and what is the measurable impact?

Meeting adjourns at 6:40 pm

Agenda building

1. Approval of May Draft Minutes
2. Preliminary Mixer Planning
3. Review Audit Talking Points
4. Discuss the Key Metrics and Reporting Frequency for Additional Transparency
5. Revisit Reopening Messaging and How We Can Support
6. Open Forum/Public Comment (two-minute time limit)
7. Agenda Building
8. Adjournment