

AkLA-Juneau Minutes
May 16, 2001
Juneau Public Library

Called to order at 12:10 by Chair Tish Orr

Present: Tish Orr, Elise Tomlinson, Rebecca Moorman, Lynn Shepherd, Paula Johnson, Bonnie Herbold, Loraine Spear, Jim Simard, Carol McCabe, Barbara Berg, Brita Rice and Freya Anderson

Minutes from last meeting: Tish Orr called for approval of the minutes. Barbara Kreher's name was incorrect; the minutes were approved as amended.

Treasurer's Report: Current balance is \$660.29. Since the last report, one check for \$50 was written to the Ketchikan Public Library for their Book Bonanza.

Discussion of old business: Information and ideas for the @your library campaign were suggested and solicited. Tish passed around a catalog from ALA, as well as a handout with summer advertising plans and rates. Elise brought a sample newsletter from Egan Library which employs the logo (@ Egan Library).

After some discussion, Carol moved and Loraine seconded that the unifying theme of the campaign should be the red and blue (red @, blue lettering) @your library logo, using the same font as ALA's materials. This theme could carry through on bookmarks, bumper stickers, folders, and more, using free graphic images and logos from ALA. The motion passed by acclamation.

Carol McCabe mentioned that Juneau Public Library had year end money that was available for supporting the campaign if it could be encumbered by the end of the week and spent by July.

Carol also mentioned that a statewide campaign is also in the works. Tracy Swaim has agreed to chair the first year, with Patience Frederiksen taking over after that.

Lynn reported that advertising inside the city busses is free, although printing the ads would cost roughly \$333 for single color or \$750 for two color, each printed on card stock which would last about a year. Plastic would last about ten years, but printing costs for this were not available at the meeting. Carol said that JPL would cover the printing costs for 60 card stock bus signs, 30 each of two designs (2 per bus for 14 busses as well as for one sign for each library). The messages will be:

**Untangle the web@your library, and
The ultimate search engine@your library**

Brita will ask Linda Thibodeau to pose for the second sign, to clarify that the search engine does not refer to computer software!

Newspaper advertising was discussed. Tish brought advertising rates for the Juneau Empire. Carol said that JPL would cover the costs for a 2x2 ad each week for one year. Freya mentioned that having a story written was a good way to get free advertising. Elise agreed to speak to a friend who reports for the Capital City Weekly.

Carol also offered the use of Patrick, JPL's graphic designer, for two days to work on the ads, banners, or other materials.

Tish agreed to check on the price of bumper stickers. JPL may be able to cover this cost as well.

Freya agreed to check on the costs for advertising on the screens at the movie theaters, as well as on KATH and to let Carol know these costs before the end of the week.

There was some discussion of purchasing bookmarks. Lynn suggested that it might be better to focus on book covers and folders, as they would be around longer, and perhaps would be more popular.

Tish mentioned the possibility of marching in the 4th of July parade. The theme this year is "Let Freedom Ring" and the entry fee is \$5. The suggestion was made that this include a book cart drill team similar to what was done at the last AkLA conference in Juneau. Tish, Freya, Elise and Lynn volunteered to take part. Additional volunteers will be recruited.

Elise offered to contact ALA regarding the registration of the yourlibrary.com and yourlibrary.org domains.

The remaining old business, a discussion of genre fiction discussion groups and continuing education, was shelved due to lack of time. Tish will contact the membership via email regarding this topic.

Discussion of new business: There was no new business.

Announcements: Lynn brought an OCLC training survey. She was interested in coordinating with other libraries to better meet local training needs. Brita showed a picture of a book sculpture. Pretty nifty!

Next Meeting: The next AkLA-J meeting will be in August. The location, specific date, and time will be announced. The @yourlibrary steering committee will continue to meet throughout the summer, in person or via email. Tentatively, this committee is composed of: Tish (chair), Carol, Lynn, Brita, and Freya. Tish will solicit additional members, specifically someone from the school libraries.

Adjournment: The meeting was adjourned at 1:05 p.m.

Respectfully submitted,

Freya Anderson
AkLA-J Secretary