Central New York Library Resources Council

Legislative Committee

November 10, 2011

3:30 p.m.

**Present:** Carole Kupelian, chair (Ret.); Mike McLane (Ret.); Wanda Bruchis (Mid-York Library System & Utica Public Library); Anna Dobkowski (CLRC); Deirdre Joyce (CLRC); Debby Emerson, CLRC liaison; Claire Enkosky (CLRC)

**Excused:** Bob Manning (OCPL & Baldwinsville Board of Trustees); Sue Kowalski (ESM/Pine Grove JH); Rachael Altman, student liaison (iSchool)

**Action Items:**

* + - * Drum up some legislative breakfast participants for Herkimer (Wanda)
			* Send out another reminder for the legislative breakfast with the registration deadline in the subject (Anna)
			* Send posters to be printed for legislative breakfast to Lydia (Debby)

Carole called the meeting to order at 3:49

**Approval of Minutes:**

Wanda made a motion to approve the minutes from September 26th, 2011 meeting. (S/A).

**Agenda Items:**

* Action items
	+ Debby sent Assemblyman Anthony Brindisi a letter to introduce herself and welcome him to his new post as a member of the Assembly (Utica area). He emailed her back.
* Video contest: winners and prizes
	+ Brought the video contest to NYLA with a poster presentation. Deirdre feels we succeeded in planning and marketing but failed in the execution. Now we have ideas for success for next year.
	+ Deirdre and Debby received feedback that they should emphasize the prize for the libraries. They would also like to get an intern from SU’s iSchool to run the video contest for next year. The project is very well defined and we know what is needed, which is exactly the kind of internship that appeals to students.
	+ This year, however, we only had three entries. We had three contest categories (based on age group) and two of our entries are technically are in the same category. We had planned to give three away three awards, so do we give three awards?
		- Mike suggests we award three prizes, especially since the kids did put in the effort. Both Mike and Wanda are concerned that this may set a precedent in case there are many entries next year.
		- Everyone points out that the Marathon and OCPL videos are so different so a comparison is difficult to make.
		- Carole suggests we say “adult,” “teen,” and “children.” No one knows how many videos we received.
	+ Judgment. We created a rubric to evaluate the videos: do all three meet the judging criteria?
		- Bob emailed Debby his comments. He felt that none of the three videos are strong advocacy videos. He also felt that the Fayetteville Free Library video was the strongest of the three and the Marathon teenagers’ video was the weakest.
		- Wanda and Carole both compliment the Marathon video for the humor and energy.
		- Deirdre is concerned that the Fayetteville video might be a little too light-hearted about a serious unemployment problem, which may bother the legislators. Mike doesn’t feel that we should critique the content. Debby is impressed that the video integrated so many of Fayetteville’s services into a relatively simple storyline.
		- Anna is pleased that the Marathon and OCPL videos are both general and neither are especially PR-heavy.
		- Carole suggests we do a review form to return to the contest participants.
	+ We will present the three creators at the legislative breakfasts. We will also invite them to Advocacy Day in March.
	+ **Mike made a motion that for the purpose of this pilot project, the established categories will be set aside and all three entries will be awarded a prize. Wanda seconds. (S/A)**
* Legislative breakfasts
	+ Anna is planning on setting up the three videos to play on repeat.
	+ Wanda is pleased that the rooms will be smaller this year (not auditoriums), to encourage more one-on-one interaction with the legislators.
	+ Wanda suggests we burn the videos onto CDs as take-away messages for the legislators.
		- The Marathon video is part of OCM BOCES, but Marathon is in Cortland County and probably has different legislators.
	+ We’re looking at five legislators, possibly seven.
	+ We do not have any SU student volunteers yet. If we do need some facilitators, committee members and CLRC staff can step in. Wanda suggests that we make a statement at the beginning, reminding people to limit their time spent with legislators.
	+ Anna reports that 4 people are signed up for Herkimer and 13 for Syracuse. We have three more weeks of registration. 2 of the 4 in Herkimer are people at Herkimer Library.
		- Anna is going to contact school librarians to recruit some kids to attend.
	+ Starbucks is donating coffee and teas for the Syracuse breakfast.
	+ Letters to legislators will be mailed out by Monday, possibly Saturday. Emails are sent to Mayors, county legislators, county executives, and local legislators.
	+ With the station format, will the legislators expect to be able to speak? Wanda suggests we do a hybrid: let each legislator speak to the crowd and then go to their respective tables.
	+ Carole would like us to repeat the theme from last year that all types of libraries work together. Mike would also like Debby to mention the pro-library legislation in the last year.
	+ Deirdre wants to repeat last year’s posters. Wanda mentions that Mid-York just got a new banner printer through BTOP funding.
* Advocacy Day
	+ Library Advocacy Day is March 6th, 2012.
* Other
* Next Meeting date: **Thursday, December 15, 2011 at 3:30**

Wanda made a motion to adjourn the meeting. Mike seconds. (S/A).

Carole called the meeting to a close at 5:04.

Respectfully submitted,
Claire Enkosky, CLRC