BIRMINGHAM PUBLIC LIBRARY BOARD  
Advocacy, Fundraising, and Development Committee Meeting  
March 21, 2012

The mission of the Birmingham Public Library is to provide the highest quality library service to our citizens for life long learning, cultural enrichment and enjoyment.

The Advocacy, Fundraising, and Development Committee met Wednesday, March 21, 2012 Attendees: Dora Sims, Chairperson, Gwendolyn Amamoo, Georgia Blair, Katrina Watson, Gwendolyn B. Guster Welch, Saundra Ross, Ben Petersen, Alisha Johnson, Charla Draper, Angela Hall, Jacinta Elliott

On Wednesday, August 1, 2012, the new BPL logo will be unveiled. The theme will be “We Are Everywhere”. BPL plans to attend City Council on Tuesday, July 31, 2012, to present the new BPL logo design.

Angela Hall and Charla Draper distributed a to do list regarding the unveiling of the logo. (attached)

Jacinta Elliott of SIX Branding and Design Company was in attendance and will begin thinking of ideas for the unveiling of the new logo. Those ideas will be emailed to all committee members.

New BPL staff nametags will be produced which will include the new logo along with the employee’s first initial and last name.

Gwendolyn Amamoo moved the approval of presenting the unveiling of the new logo plans to the entire Library Board after the April Advocacy, Fundraising, and Development Committee meeting. Dora Sims seconded the motion, which carried unanimously.

Gwendolyn Amamoo moved the approval of Saundra Ross’s PEL (Programs Enriching Lives) Grant initiative which will allow branch and department heads to apply for a $100.00 grant to be used for programming. The grant will be paid for by the Library Board Trustee fund. Dora Sims seconded the motion, which carried unanimously. (details are attached)

Gwendolyn Amamoo moved the approval of The “Gotcha or Caught U Award”, the “I Am BPL”, and the “Special Award” initiatives which will allow employees to be nominated in order to be recognized for outstanding practices. The winners will receive $100.00. Dora Sims seconded the motion, which carried unanimously. (Details of each award are listed below.)

"Gotcha or Caught U Award" where a supervisor will nominate someone they see as providing service over and beyond the call of duty.  Their name will be place in a Gotcha Box and once a quarter we will draw names and give them a $25 gift card.  That will be $100.00 from the board fund per year.

The second one is a quarterly award that can be self nominated.  It is called "I am BPL".  This is an award that will highlight an employee's dedication to his/her job or monthly performance.  The names will be pulled quarterly, then discarded and start over for the next quarter. We will draw names and give them a $25 gift card.  That will be $100.00 from the board fund per year.

The third idea was one that will highlight accomplishments outside of the library, by writing an article in a library journal, coming up with ideas to place on our web site, or coming up with ideas of new programs, etc.  Again this will be a quarterly award for $25, thus taking $100 from the board fund.

Katrina Watson updated the Committee on the Young Professionals group progress. Alisha Johnson, Ben Petersen, and Kelsey Bates will be the Library’s liaisons for the YP group. Katrina Watson moved the approval of the Young Professionals timeline. (attached) Gwendolyn Amamoo seconded the motion, which carried unanimously.

Katrina Watson will meet with Alisha Johnson, Ben Petersen, and Kelsey Bates on Wednesday, April 4, 2012 to discuss the creation of the Young Professionals group and to also answer any questions they may have. This will be a lunch meeting at Niki’s West at 11:00 a.m. All Library Board and Foundation Board members are invited to attend.

The next Advocacy, Fundraising, and Development Committee meeting will be held on April 18, 2012 at 11:00 a.m.