**Advocacy, Fundraising, and Development Committee Meeting**

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| **Minutes** | **August 15, 2012** | **11:00 a.m.** | **Central Library Boardroom** |
| **Meeting Called By** | Dora Sims | | |
| **Type of Meeting** | Advocacy, Fundraising, and Development Committee | | |
| **Attendees** | **Trustees:** Dora Sims, Katrina Watson, Gwendolyn B. Guster Welch, Georgia Blair **Others Present:** Renee Blaloc, Angela Hall, Carrie Cleverdon, Chanda Temple, Janine Langston, Lisa Smith | | |

**Call To Order**

* Meeting called to order by Dora Sims, chair.

**Update of P.E.L. Grant and Award- Mrs. Gwendolyn B. Guster Welch**

* The Grant Review Committee, under the leadership of Lyord Watson, has reviewed and revised the Board Funded grant and award applications and evaluation documents.
* The Grant Review Committee is considering adding a community member to the review team, possibly a Young Professionals group member.

**Update Trustee Board Fund Report**

* The Trustee Board Fund report is currently being checked for accuracy and will be available when corrections are made.
* Library Board members are encouraged to contribute at least $100.00 per year to the Board Fund and $10.00 per year for the Freedom to Read Foundation membership renewal.

**Logo Unveiling Rollout- Mrs. Angel Fisher-Hall**

* 50,000 was approved for monies to be spent on BPL’s logo rollout. Of that amount, $45,000 has been spent; most invoices have been paid.
* BIG Communications was awarded a $10,000 contract to organize awareness for the BPL Campaign and has placed print ads in the Birmingham News, Birmingham Times, B Metro Magazine, and Birmingham Magazine.
* There is approximately $5,000 left to produce brochures and bookmarks.
* Angela Hall is currently working on the logo trademark registration.
* BPL currently has two electronic billboards on display(65 heading North @ 3rd Avenue and 59 heading South @ 17th Street)
* The Foundation Board is lining up opportunities to meet with individual City Councilors.
* SIX Branding and Design has received exposure as a result of creating BPL’s logo design. They have been in talks with the City of Birmingham and may contribute to 2013 City programs.

**Introduction of new Public Relations Director- Ms. Chanda Temple**

* Chanda Temple attended a Social Media Training Session on Wednesday, August 15, 2012 with Wade Kwon. She has reviewed the Strategic Plan and two public relations objectives stood out:
* \* Consistent image in the community and communicate in an effective way
* Ms. Temple also shared it is important that BPL programs and activities are revealed through social media. Other Key Elements she shared were:
* \* BPL has done a great job with social media but can always improve
* \* Since the logo rollout, BPL facebook followers have increased by 460. Since Hunter Murphy took over BPL’s twitter account, followers have risen from 600 to more than 3,700 in just one year.
* \* The Public Relations team will be working on improving and adding to BPL’s pinterest page and [YouTube](http://bpldb.bplonline.org/minutes/YouTube) channel.
* \* Ms. Temple will visit each branch library to find out what activities each has going on, and project those activities through social media.
* \* Plans to reach out to the business community and bring them onboard with the Library’s PR team.
* \* The following upcoming events are: the Eat, Drink, Read, Write festival on September 8-15, the Young Professionals Expo on Tuesday, August 21 that will be held at the Alys Stephens Center. She will attend and give a brief presentation at the upcoming Operation New Birmingham Breakfast Series.
* \* Suggested that we team together to help promote Library events by tweeting during programs. Also, fliers will be posted in the Computer Commons and check- out areas alerting patrons of current and upcoming programs.

**Adjournment**