

TO: LOS ALTOS LIBRARY ENDOWMENT (LALE)

FROM: LOS ALTOS LIBRARY COMMISSION AWARENESS SUBCOMMITTEE

DATE: JANUARY 16, 2023

RE: REQUEST FOR CONTINUED FUNDING

The Los Altos Library Commission Awareness Subcommittee and the Community Librarian have been creating ads that highlight Library Resources and Services. Since their inception in August 2020, LALE has funded the publication of these ads in the Town Crier on a once-a-month basis.

The Awareness Subcommittee requests that LALE continue to fund these once-a-month ads in the Los Altos Town Crier for the calendar year 2023. The ads target the Los Altos, Los Altos Hills and Mountain View communities which comprise the primary users of the Los Altos Library and the Woodland Branch Library. In the past year, the ads have highlighted resources and services that could be of use to persons adversely affected by the pandemic, children's resources, and other services and resources of interest to the community.

In calendar year 2022, LALE ads highlighted the following resources and services:

January – **The Mercury News Online** – notifying community that this local newspaper is now available for library patrons online.

February – **The Passport Office is Open Again** – notifying the community that the passport office, which had been closed due to the pandemic, was open again.

March – **Weston Woods Children's Videos** – beloved children's classics and modern favorites available in English, Mandarin, and Spanish.

April – **Library Staff Appreciation Month** – ad publicizing that April is Library Staff Appreciation Month and expressing LALE's appreciation for everything the Library Staff does.

May – **LinkedIn Learning** – thousands of online courses to develop business, creative and tech skills.

June – **Code Combat** – teaching kids to code through the power of play.

July – **Libby for Traveling** – thousands of e-books and audio books available for use on your computer, phone, or tablet. Ideal for travel.

August – **Headspace** – meditation app that teaches mindfulness

September – **New Book Returns** – publicizing the new book returns first at Woodland, then at the Main Library.

October – **Free In-Person Tutoring**– announcing the availability of this free tutoring service at the Main Library.

November – **O'Reilly Courses** – highlighting this incredible collection of courses in Artificial Intelligence, Operation, UX Design, Python, Data Science, Finance, Leadership, and many other topics.

December – **Creative Bug** – highlighting this resource which provides 1000 online art and craft classes. Highlighting making your own holiday cards, ornaments, and gifts.

**Funding the Awareness LALE ads for calendar year 2023 would cost \$4332.00.** This is the discounted rate afforded to LALE by the Town Crier. Please see the attached Pre-Invoice prepared by Kathy Lera, VP Marketing, Los Altos Town Crier.

The Awareness Subcommittee is committed to assisting the Community Librarian raise awareness of new services and resources and existing services and resources so that members of the community are able to more fully utilize them. Accordingly, the Awareness Subcommittee requests that LALE continue to fund the Town Crier monthly ads to allow the Library to continue to raise awareness of these services and resources in the Los Altos, Los Altos Hills, and Mountain View communities.

Respectfully submitted,

Freddie Wheeler  
Carolle Carter  
Sharvari Dixit  
Awareness Subcommittee Members  
Los Altos Library Commission



# Pre-Bill

138 Main Street • Los Altos, CA 94022 • 650-948-9000

**Ad # 86009**  
**Date: 1/17/2023**  
**Terms: Net 30**  
**Rep: KL**

Bill to: Account ID: 16170

Maureen Kelly  
LALE LA Library Endowment EIN  
PO Box 367  
Los Altos, CA 94023-0367

Sold to: Account ID: 16170

Rose Baiza  
LALE Los Altos Library Endowment EIN  
PO Box 367  
Los Altos, CA 94023-0367

**Charges from 4/9/08 to 1/10/24**

Date	Pub	Type	Description	Pg	Lvl	Price	Discount	Applied	Due
2/8/23	LTC	Ad	Display: 4x6" 4x6, Color,	Far		\$408.00	\$72.00		\$336.00
2/8/23	LTC	Full Color	Full Color: Display PCI			\$100.00	\$75.00		\$25.00
3/8/23	LTC	Ad	Display: 4x6" 4x6, Color,	Far		\$408.00	\$72.00		\$336.00
3/8/23	LTC	Full Color	Full Color: Display PCI			\$100.00	\$75.00		\$25.00
4/12/23	LTC	Ad	Display: 4x6" 4x6, Color,	Far		\$408.00	\$72.00		\$336.00
4/12/23	LTC	Full Color	Full Color: Display PCI			\$100.00	\$75.00		\$25.00
5/10/23	LTC	Ad	Display: 4x6" 4x6, Color,	Far		\$408.00	\$72.00		\$336.00
5/10/23	LTC	Full Color	Full Color: Display PCI			\$100.00	\$75.00		\$25.00
6/14/23	LTC	Ad	Display: 4x6" 4x6, Color,	Far		\$408.00	\$72.00		\$336.00
6/14/23	LTC	Full Color	Full Color: Display PCI			\$100.00	\$75.00		\$25.00
7/12/23	LTC	Ad	Display: 4x6" 4x6, Color,	Far		\$408.00	\$72.00		\$336.00
7/12/23	LTC	Full Color	Full Color: Display PCI			\$100.00	\$75.00		\$25.00
8/9/23	LTC	Ad	Display: 4x6" 4x6, Color,	Far		\$408.00	\$72.00		\$336.00
8/9/23	LTC	Full Color	Full Color: Display PCI			\$100.00	\$75.00		\$25.00
9/13/23	LTC	Ad	Display: 4x6" 4x6, Color,	Far		\$408.00	\$72.00		\$336.00
9/13/23	LTC	Full Color	Full Color: Display PCI			\$100.00	\$75.00		\$25.00
10/11/23	LTC	Ad	Display: 4x6" 4x6, Color,	Far		\$408.00	\$72.00		\$336.00
10/11/23	LTC	Full Color	Full Color: Display PCI			\$100.00	\$75.00		\$25.00
11/8/23	LTC	Ad	Display: 4x6" 4x6, Color,	Far		\$408.00	\$72.00		\$336.00

Please return this portion with your payment

**Display Pre-Bill**

**Remit Payment to:**

Los Altos Town Crier  
138 Main Street  
Los Altos, CA 94022  
Phone: 650-948-9000  
Fax:

**Amount Due \$4,332.00**

**Amount Enclosed** \_\_\_\_\_

Maureen Kelly  
LALE LA Library Endowment EIN  
PO Box 367  
Los Altos, CA 94023-0367

**Issue Date: 2/8/2023**  
**Pre-Bill Date: 1/17/2023**  
**Ad # 86009**  
**Account # 16170**

11/8/23	LTC	Full Color	Full Color: Display PCI		\$100.00	\$75.00		\$25.00
12/13/23	LTC	Ad	Display: 4x6" 4x6, Color,	Far	\$408.00	\$72.00		\$336.00
12/13/23	LTC	Full Color	Full Color: Display PCI		\$100.00	\$75.00		\$25.00
1/10/24	LTC	Ad	Display: 4x6" 4x6, Color,	Far	\$408.00	\$72.00		\$336.00
1/10/24	LTC	Full Color	Full Color: Display PCI		\$100.00	\$75.00		\$25.00

\$6,096.00	-\$1,764.00		\$4,332.00
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Phone: 650-948-9000  
Fax:

Maureen Kelly  
LALE LA Library Endowment EIN  
PO Box 367  
Los Altos, CA 94023-0367

**Display Pre-Bill**

**Amount Due \$4,332.00**

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**Issue Date: 2/8/2023**

**Pre-Bill Date: 1/17/2023**

**Ad # 86009**

**Account # 16170**