

Report of the Awareness Subcommittee
May 5, 2022 Library Commission Meeting

The subcommittee met on April 26. We discussed the upcoming LALE ads including:

1. LinkedIn Learning ad for May – we settled on the text and graphics.
2. Code Combat ad for June – we reviewed a draft ad and will continue to work to finalize this ad.
3. July - Libby with an emphasis on utility while traveling – we will begin work on this ad once the June ad is finalized.
4. An update from Bryant re pods in Main Library which we had contemplated for August revealed that the pods have a 20-week delivery estimate. We will put this idea in reserve awaiting delivery and installation of the pods.
5. We discussed the colors, kinds of images, etc. used in the LALE ads. We continue to experience color fidelity issues in the Town Crier. Freddie will work with Kathy Lera to investigate solutions to the issue including whether the Crier would agree to layout the ad with their software.

The next meeting of the subcommittee is May 24, 2022.