

Report of the Awareness Subcommittee for the June 2022 Library Commission Meeting

1. Posting on Nextdoor. Where do we get content to post? Will the library request specific programs or events that they want advertised on Nextdoor or should this be discussed at Awareness Subcommittee meetings, so we know what to post that month?

ACTION ITEM: This idea needs to be vetted by the entire commission. How many commissioners are interested in posting library topics on Nextdoor? Logistics of getting information to post?

2. Code Combat ad for June – see draft ad and finalize.

ACTION ITEM: finalized ad however because ad was completed in April the graphic image was no longer on the SCCLD website which made it impossible to vet for copyright purposes. Choice of game action figures or another child's image was put to the subcommittee which voted for the game action figures to replace the image in the draft ad copy.

3. July - Libby with an emphasis on utility while traveling.

ACTION ITEM: This is the ad that will be the “guinea pig” for the Town Crier to get the color right. Freddie Wheeler in her capacity as a LALE board member and Bryant Bao will meet with the Town Crier on June 1 to try to find a resolution to the color problem.

4. LALE is refreshing its branding and building a new website. LALE will design a new ad template for all its ads. Information only.

Next Awareness Subcommittee meeting is scheduled for Tuesday, June 22, at 4:00pm.