

MLA Legislative Committee Meeting
October 27, 2017

Attendees:

Charlotte Canelli, Cochair
Susan McAlister, Cochair
Jennifer Harris
Kathy Lowe
Nancy Rea
Jayme Viveiros
Sharon Shaloo
Anna Fahey-Flynn
Mary Rose Quinn

Krista McLeod
Tressa Santillo
Tim Spindler
Dave Slater
Jackie Rafferty
Steve Spohn
Greg Pronevitz, recorder

1. August Minutes – approved
2. Conference Program –

Office of Campaign and Political Finance
OCPF – campaign finance at Mary Rose’s invitation
They’ve spoken to folks with construction Grants
How can libraries advocate? What directors and staff can say.
Perhaps combine with Grassroots
Police chiefs can talk about the consequences of an election
What’s appropriate for a library
Can we point to an authoritative source of what’s appropriate
Stephanie – Barre
Andrea – Charelemont
Becky – Sturbridge
Greg will Co-Shepard
Mythbusters
Jennifer Co-shepherd

3. Boston Book Festival

We talked about a takeaway and printed 500 with QR codes
Jennifer will bring them to the fest.
Anna will distribute them at BPL booth too.
Scan App is one that works.
Quickscan App

We'll see if we can distribute electronically too.

4. Advocacy Award

Civil liberties award was been approved by MLA Ex Bd and gave it to Sen. Markey.

He was unable to attend "Libraries in a Post-Truth World"

Looking at future events to present: Legislative Day or at MLA Conference.

Let's shoot for the highest level of publicity at Leg. Day.

Should we provide an Advocacy Award

Rep. Hummason

Rep. Hill

Legislators are preferred. However, we've presented to Friends and John Palfrey.

How about giving to Markey as first choice.

Library Caucus as 2nd choice.

Mary Rose will do her best to update the list.

There are many opportunities for publicity if Markey attends, e.g., Boston Public Radio, new outlets.

Voted:

Present Civil Liberties Award to Sen. Markey at Leg. Day

Intel. Freedom Cte will follow up to invite the Senator

The contact for the Malden event with Dr. Hayden was

Christina Pacheco

Office of Senator Edward J. Markey

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15 New Sudbury Street

Boston, MA 02203

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f. 617-248-3870

Christina_Pacheco@Markey.Senate.gov

Do we also want to give an advocacy award? Perhaps to the Caucus, if Markey is not available.

Even without an award let's look at ways to recognize Library Caucus members.

Intel. Freedom Cte will keep us posted.

Could we ask Rep. Hill to provide intro for first timers? Krista will invite Brad Hill.

5. Legislative Agenda (MBLC)

Mary Rose discussed the agenda and how we want to have enough copies for everyone to distribute to their legislators.

We're expecting another tough year.

Legislators ask for focus and some want to look at the bottom line.

Next year James want to have a hearing to gather stories and financial needs.

Hence, the Agenda has been simplified to a single page.

9506 is really local aid by supporting network fees.

Some MBLC salaries are now in 9506; DBs are more federal

There is a strong need to increase internet access.

This focus may get support to increase 9506.

Last year's posters were great but they weren't used much

Comments: focus on students while seniors are also affected.

How many will understand the percentage of library funding related to state funding?

Folks like the piggy bank.

This will be distributed at the Boston Book Festival

Center for the Book has been overridden by Senate for \$200,000 along with earmark for Worcester. Awaiting release. MBLC is unable to fund as they normally would.

6. Legislative Day CoChairs took notes (see below)

March 6, 2017

CoChairs Jennifer and Tressa

Krista will work with MLA publicity

7. Legislative Breakfasts

Let's get the word out to potential planners

MLA is issuing a new newsletter. It includes save the date for Leg. Day. We'll also publicize breakfasts.

On a related note, OCLN will be doing a campaign, "What did you do in your library today" with goal to use paper surveys for patrons to say what they did.

1/27 Berkshires at N. Adams PL (Alex R. at Pittsfield) Bernadette

12/1 MVLC Parker Lib in Dracut 12/1 (Nanci Milone Hill; Host Sen. L'Italien)

2/9 OCLN 6pm Brockton PL Legislative Reception (snow date the next week) (David Slater) Host: Sen. Michael Bradley

1/19 SAILS at Bristol Community College (Jocelyn Tavares)

Kathy Collins wants to set one up at Sharon HS, please contact Dave Slater

8. Grassroots Advocacy Update – No update today aside from work on program.

9. Old Business – n/a

10. New Business (Tressa report on webinar: Facebook, Email and Big Data)

Empowering radicalists to fight for your cause.

Using FB ads.

A ladder of advocacy.

Innovative Interfaces is working on an analytics tool to support advocacy. (Susan M.)

MLS and MBLC are also looking into analytics.

11. Next Meeting Nov. 17 at MLS-Marlborough 10-12

Legislative Day Preparation – Tasks

Legislative Day Date: Tuesday, March 6, 2018

write in the date when the space is reserved

Legislative Day (Co-)Chair(s): Jennifer Harris & Tressa Santillo

Legislative Day Legislator Host(s): Kathleen O'Connor Ives (via Krista McLeod)

MAJOR LOGISTICS:

- Reserve all spaces/rooms
 - Reserve statehouse for Legislative Day: Susan McAlister
 - Hall/Lobby of Grand Staircase: Jennifer Harris via Kathleen O'Connor Ives
 - Legislative Briefings + First Timers Orientation: Krista McLeod
 - Room 222
- Book catering services: Charlotte Canelli (2 weeks before/1 week before + table cloths)
- Registration
 - Advance registration (form): Susan & Steve
 - Registration at event (at the table): Tim Spindler
 - Supplies, nametags- MLA committee (Charlotte); possible special colored nametags for library caucus (Charlotte), handouts, attendee nametags- Tim
 - Table signs w/regions (Steve/Tim)
- Develop LegDay schedule:
- Confirm Legislator as host: Krista McLeod - for Kathleen O'Connor Ives?
- Clipboards/ banner - Susan (clipobards)
- Banner - who has it?

PROGRAM COMPONENTS:

Legislative Briefings: Sen - Kathleen O'Connor Ives via Krsia, MBLC; House rep for library caucus (backup for all sessions - Byron Rushing)

- Invite legislators, bring handouts

First Time Attendee Program:

Krista McLeod, Roland Ochenbein?

Rep - Brad Hill via Krista McLeod,

- Invite legislators, bring handouts

Library Showcase:

Jackie Rafferty & Jayme Viveiros(?)

- Send out call for presentations (THEME - anything goes)
- Evaluate presentation proposals; notify applicants of status
 - Notify presenters' legislators - Sharon, Jackie, Jayme
- Coordinate space for each presenter; ensure tables, chairs, electrical outlets are accessible, etc. - Steve & Susan to help them set up)
- Be available LegDay to assist with onsite needs

Luncheon & Advocacy Award

- Coordinate Advocacy Award: _____ _n/a Sen. Markey award instead
(Intellectual Freedom Committee)
- Library caucus reading the names) _____
- Coordinate luncheon speakers: _____
 - Develop luncheon speaker schedule
 - Include recognition of library caucus
- Create region seating signs: Steve Spohn
- Work with Alex Lent re: MLA president stuff

PROMOTION & PUBLICITY:

Leading Up to the Event

- Send advance registration emails to listservs
 - MLA: Nanci Milone-Hill/ Alex Lent?
 - MSLA: Kathy Lowe
 - Send advance information re: “day of things to know” - Susan
- Website & social media sites
 - MLA: Nanci Milone-Hill
 - MSLA: Kathy Lowe
- Preparer of handouts for LegDay (leg agenda, talking points, schedule):
Tressa, Jennifer _____
- Confirm bus transport from participating areas: Tressa _____
- Invite legislators: _____ MBLC _____
- Invitations to selected guests: _____
 - Design invitation & send to guests _____
- Additional publicity/promotion (TBD) _____

Day of the Event

- Social media coverage
 - MLA: Nanci Milone-Hill/Alex, Jocelyn,
 - Live tweeting?
 - MSLA: Kathy Lowe
- Coordinate photographer/candid photos: Jennifer, Sharon
_Greg_____

OPTIONAL:

- Coordinate veterans/first-timers buddy program: Miriam Achenbach & Tressa Santillo
 - Include on advance registration
- READ poster photo shoot & posters:
_n/a_____
- Design & send post-event survey: Steve Spohn & Susan