

Minutes

San Jose Public Library Commission
Special meeting Agenda
Saturday, November 14, 9:00 am – 12:00 pm

Meeting called to order by Vice President Cathey Graham at 9:03 am.

Present: Commissioners Vince Tarpey, Caroline Martin, Jean Lee, Tina Morrill, David Hook, Donna Lydon, Cathey Graham, Library Director Jane Light and Acting Assistant Director Mary Nacu.

Absent: Commissioners Mike Nguyen and Harish Chinai

Alan B. Smith, Northern Region Representative of the California Association of Library Trustees and Commissioners and District 4 Representative for the Contra Costa County Library Commission introduced himself. He reviewed what he planned to present as part of the CALTAC "Library Board Effectiveness Training."

Mr. Smith conducted a 3-hour workshop that included a discussion of commissioner activities, and answered questions about methods and procedures, advocacy and working with city, county, and state elected officials.

Other items discussed included:

- How to be prepared to deal with the media in a positive way
- Telling a story about library services, not just presenting numbers
- Suggested the book, "Made to Stick" as a resource for presentations
- Using photographs in presentations
- Knowing your council members
- Talking about what libraries bring to a community – an educated population is less likely to commit a crime
- Suggested reading the articles in CALTAC's newsletters (back articles available at the Web site)
- Tailor any advocacy to the group you are speaking with

Meeting adjourned at 12:01 pm.