



Awareness & Advocacy Advisory Committee Meeting Wednesday, December 11, 2024, 1:00 p.m., Zoom Minutes

Present: Sarah Glogowski (FLLS), Chair; Steve Bachman (4CLS), Brian Hildreth (STLS); Danna Harris, Jessica Philippe, Mary-Carol Lindbloom.

Library Advocacy and the Upstate Caucus

Sarah indicated that the NYALS Steering Committee's monthly meeting was yesterday on 12/10. Among the topics discussed was the upstate ESLN Councils' proposal to request PR/marketing funding from the Upstate Caucus. Mary-Carol provided more information about it. This funding pool came to Western 3R's attention by Vic Martuccio (the PR agent who worked with NYLA and NYALS this past year) and Senator Ryan. A group of 13 theatres received a total of \$5M from the Upstate Caucus and Vic thought it would be possible for WNYLRC and the other upstate councils to also receive funding from this group.

The request would be for \$726,050. This is completely separate from state library aid and would not be advocated for at the same time. Funding would go to the 7 upstate councils, which would send most of the funding to NYLA (or NYALS) for a statewide effort that would include NYC and Long Island, as well. In that the money would be coming from the Upstate Caucus, some of it would have to stay in the upstate legislators' districts for more local projects. It would provide the SCRLC region with around \$30,000 for more local efforts; \$70,000 would go to the state (NYLA or NYALS).

The Committee discussed the pros and cons of seeking this funding for PR/marketing campaigns, and there was a consensus that more funding and a positive blanket campaign for libraries would be a good thing.

Information Campaign Activity

- Legislative breakfast in the fall? We should try for 2025 (Sarah has added money to her budget to help support this).
- It is tough to get legislators to attend the event and it's hard to get member library staff to attend as well.
- Should we have one or several regional events? Probably three (Binghamton, Corning, Ithaca) but the discussion will continue.
- Legislators are good about getting around to libraries in their regions.
- It would be good to have Max Prime talk to library staff in our region.
- We should go for a format that is more experiential.

Advocacy Plan

Mary-Carol will finish her suggested updates, share with Sarah, and then send the final draft to the Committee. NYALS approved its [advocacy plan](#) on 12/10.

Advocacy Activities 2024-2025

These have been posted to [our website](#).

Next Steps

- Reconvene in March after Library Advocacy Day; Mary-Carol will send out a Doodle poll to schedule.
- Sarah and Mary-Carol will continue to work on the Advocacy Plan and send the final draft to the Committee.
- Mary-Carol will contact Ryan Perry to see how they get their legislators to attend their legislative events.
- Everyone will continue to think of the best design for the legislative events.

Minutes taken by Jessica and Mary-Carol.