

DURHAM PUBLIC LIBRARY COMMUNICATIONS COMMITTEE MEETING

DATE AND TIME: November 9, 2011, 9:00 AM at DPL

PRESENT: David Moore, Jenna Roberts, Emily Smith, Tom Madden, Katie Fiermonti, Sibylle Carlson

Moore announced the focus of the meeting and from here on in will be "Get Out the Vote". We now have 4 months to go. What is the time line, and what actions do we need to take?

Madden passed out a timeline for getting the library bond issue on the March ballot. The election will be March 13.

Smith reported she has done 5 events and there are about 8 foundations we are getting funds from. People seem to feel positive about the combination and public funds and town funds. Roberts reported the community center concept seems to appeal to people who are undecided. Smith noted some people don't like our stack of books denoting fund raising progress and would prefer a more traditional thermometer for it is easier to read. She knows someone who would design and build one for us. Discussion followed but no decision to change was made.

Roberts suggested we send the last appeal letter out right after the holidays, and then send out the "Get Out the Vote" letter.

We have a data base of over 800 names and addresses of DPL supporters but the list does not necessarily include phone numbers. Madden will check on volunteers who could spend some time getting phone numbers. We also need to check when the absentee ballot deadline is.

SIGNS. Need to order signs by mid January. Roberts stated in Jan/Feb we get permission for signs from property owners. We will want 6-10 signs for the polls. Signs are to be discussed at the BOT to confirm that COMCOM has authority to design and approve signs.

TASKS FOR COMCOM:

1. Identify supporters (and what if any effort to be made with UNH students)
2. Design the last appeal letter for mid January.
3. "Get Out the Vote" appeal around March 9 which will be a targeted appeal.
4. Put out signs around the beginning of March; we will need volunteers to put up signs and make phone calls.

Next Meeting Wednesday Dec 7, 8:30, DPL
Meeting adjourned 10:25 AM

Respectfully submitted,
Sibylle J. Carlson, Secretary