



## MHLS Road Trip Exploratory Committee | October 17, 2024 Meeting Notes

### In Attendance:

#### Columbia County

- Thea Schoep, Claverack Library
- Matt Pavloff, Kinderhook Memorial Library

#### Dutchess County

- No representatives

#### Greene County

- Christopher Leary, Catskill Public Library

#### Putnam County

- Stephanie Harrison, Patterson Library
- Amina Chaudhri, Putnam Valley Library

#### Ulster County

- Christina Jennerich, Marlboro Free Library
- Jennifer Russell, Saugerties Public Library

#### MHLS Staff:

- Rebekkah Smith Aldrich
- Laura Crisci
- Stephanie Werskey
- Ashley Teal

1. Committee members shared feedback from their county groups. Overall reactions have been positive. Keeping it simple is a priority.
2. The group discussed what a successful Road Trip program would look like. Looking beyond outputs such as number of visits/number that visit a certain number or all of the member libraries, the group is focused on:
  - a. Community engagement, including beyond the existing patron base
  - b. Vibe: excitement / fun
  - c. People share their experience with others (e.g. via social media, Story App, word-of-mouth)
  - d. Local press coverage
  - e. People learning about other libraries and the Mid-Hudson Library System; understanding more how we all work together to produce quality library services for our communities
  - f. It's good for local tourism / businesses
  - g. Customer service training opportunity
3. Timeline: Program itself would run from **the first week of June 2025** – The Great Give Back in October (exact dates to be identified)
  - a. Graphics for the program to be finalized in early Q1 2025
  - b. Graphics/posters available in libraries in April 2025 along with answers to frequently asked questions for staff
  - c. At least a month in advance: training for frontline staff
  - d. At least two weeks prior to the start dates ensure all materials are distributed to member libraries (passports, stamps, a stash of prizes)
4. Prize Categories/Prizes
  - a. Stamp in the passport at each library (ink stamp will be provided; libraries can choose to create a custom stamp or embossed stamp)
  - b. Water Bottle sticker for visiting 10 libraries
  - c. Car magnet or window cling for visiting all libraries in a county (item could be branded by county?)
  - d. "Platinum" library card for visiting all member libraries
5. Immediate follow-up tasks:
  - a. Committee members will update their peers at county meetings
  - b. Committee members will send MHLS Staff leads of local graphic designers/illustrators ASAP

6. Next meeting:
  - a. Explore creating a more in-depth publicity plan
    - i. Review the Story App (Christina)
  - b. Identify key elements of staff training outline