MHLS Road Trip Exploratory Committee | January 30, 2025 Meeting Notes

In Attendance:

Columbia County

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

Dutchess County

- Chris Fisher, Pawling Library

Greene County

- Corinne Tatavitto, Cairo Public Library
- Christopher Leary, Catskill Public Library

Putnam County

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

Ulster County

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

MHLS Staff:
- Rebekkah Smith Aldrich
- Laura Crisci
- Stephanie Werskey

1. **Graphic Design:**
   a. MHLS staff reported the contract with the graphic designer will be signed within the week.
   b. The committee reviewed the input provided to MHLS staff regarding the design aesthetic for the logo and map:
      i. Key adjectives: Playful, Earthy, Modern, and Vibrant
      ii. Colors: aligned with natural colors found here in the Hudson Valley, particularly green
      iii. Other guidance: minimalist and retro

2. **Mobile App:** The Committee discussed integrating a Road Trip element into the new mobile app MHLS is rolling out to all member libraries this year. This would be a mashup with Google Maps to help Roat Trip participants navigate among the libraries. It is felt this will help increase adoption of the new app as well as enhance the Road Trip experience.

3. **Accessibility of Library Facilities:** The Committee discussed the intersection of the fact that 48% of MHLS member library facilities are not currently compliant with the Americans with Disabilities Act (ADA) and how to ensure everyone participating in the Road Trip program has a good experience despite this fact. MHLS staff will remind directors of the policies and statements they will need to have in place and the Committee brainstormed some ideas for how to accommodate participation if the front entrance or restroom facilities are not ADA compliant including curbside stamping, weather-proof box outside that allows folks access to the stamp, allowing a photo from the exterior to serve as proof of a visit, ensuring a library's Google Business Profile notes accommodations in this case.

4. **Interactivity:** The Committee continued the discussion about encouraging libraries to build in interactive opportunities at member library locations during a visit from someone on the Road Trip.
   a. MHLS staff are working with another public library system to produce an "artifact" that would be located in each building for folks to seek out and take a selfie with. The Committee suggested a positive message like "I love libraries" or another pro-library message be engraved in the artifact.
   b. MHLS staff provided some other ideas to be shared with member libraires to encourage interaction with Road Trip visitors such as:
      i. Book display of books with local ties, history, set in the region, etc.
      ii. Set up a station where people can leave their name and where they came from - a guest book or something mounted on the wall.
      iii. Libraries can set up a wall or board where patrons can add something to a collaborative art piece. For example, they could add a photo, a quote about their library visit, or a drawing of their favorite book. Patrons can take photos of their contributions and encourage others to add to it
      iv. Highlight the best "instagrammable" spots in each library (such as a particularly beautiful reading nook, unique artwork, or a special library feature).

        v. "Library Landmark" photo op - if the library has a distinctive feature or collection item patrons can pose with it. For example, "Find the Library's Vintage Door" or "Pose with the Library's Oldest Book"

5. Publicity Plan:
    a. MHLS staff reported on outreach efforts with county tourism boards and local media outlets.
    b. Committee members were asked to help brainstorm non-traditional outlets such as regional social media influencers and podcasts to help get the word out through.

6. Next meeting:
    a. Feedback on graphic designer's deliverable
    b. Decide if a new prize category will be created between all of a county and the platinum library card.
    c. Identify additional outlets for getting the word out