



## MHLS Road Trip Exploratory Committee | December 19, 2024 Meeting Notes

In Attendance:

### Columbia County

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

### Dutchess County

- Amy Smith, Dover Plains Library
- Chris Fisher, Pawling Library

### Greene County

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

### Putnam County

- 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
- Ashley Teal

1. **Graphic Designer:** Committee members reviewed the four submissions received thanks to the request for proposals submitted by area artists. The group confirmed the goal to work with a local artist and identified two they would be pleased to see MHLS engage the services of. **TD:** MHLS staff will proceed with speaking with the references of each and share that feedback with the Committee members to see if that helps us reach consensus on which artist to work with. **TD:** The group will be provided with an online poll to express their first choice at that point. Committee members will also be asked to share some keywords that describe the aesthetic/vibe of the pieces designed for the project to see if we can find commonality in our thinking around that.
2. **Logistical Items:**
  - a. MHLS staff shared some thinking they have been doing on the stamps, including guidance for libraries that may want to obtain a custom stamp for their library; whether or not the map or the passport will be used to track visits; and estimates for how many of the various components of the project will need to be ordered to satisfy projected demands.
  - b. Christopher noted it will also be important to identify which printer we will work with to ensure we understand minimum orders/price breaks.
  - c. **TD:** The Committee began brainstorming questions we may get from staff and visitors about the program. A shared doc to continue to track likely questions will be provided to committee members. Answers to frequently asked questions in other systems will also be shared in those docs.
  - d. The Committee discussed interactivity at member library locations during a visit from someone on the Road Trip and liked the ideas of:
    - i. **TD:** An “artifact” being located in each building for folks to seek out and take a photo with
    - ii. **TD:** Providing 5 ideas libraries may want to do to encourage folks to explore the building/collection and take photos while there to share on social media or through an app
  - e. The Committee began brainstorming a publicity plan, in addition to centralized promotion by MHLS through press and social media:
    - i. **TD:** Libraries will be provided with the logo and illustrations; social media graphics; sample press release
    - ii. **TD:** We will seek out promotional partnerships with each county’s Chamber of Commerce and tourism office.
3. **ESRI/StoryMaps App**
  - a. Christina shared information about an app she has discovered that may compliment the efforts of this project to help visitors capture photos of their stops at member libraries. The Committee agreed to review this more in depth before their next

meeting when we will also explore how the new MHLS mobile app may play a part in Road Trip activities.

**4. Immediate follow-up tasks:**

- a. MHLS Staff will check the references of the two artists identified by the committee and share the results of those conversations with the committee.
- b. The Committee members will respond to a poll to give their final input on which artist they would prefer MHLS to engage the services of as well as provide some keywords that describe the aesthetic/vibe of the logo/map/vignette designs they are hoping for.

**5. Next meeting:**

- a. Discuss mobile app options
- b. Discuss accessibility statements for all member library facilities that are not ADA compliant