



**LYNX MARKETING COMMITTEE
REGULAR MEETING MINUTES
Friday, September 14, 2023, 10:00 AM**

ATTENDEES: CJ Rasmusson (Twin Falls), Cynthia Ceja (Caldwell), Madisyn Steiner (Ada), Joshua Letsinger (Boise), Jessica Mann (Mountain Home), Shasta Hochstrasser (Mountain Home), Brittany Sullenger (Nampa)

1. UPCOMING EVENTS AND PROGRAMS

- a. Caldwell - Storytime in the Graveyard & other holiday themed programs in October
- b. Twin Falls – Storywalk Read & Treat in October. Maggie Tokuda-Hall is promoting her book ‘Love in the Library’ on Oct. 7. More details to come. See all Twin Falls events [here](#). Interactive movies (Clue & Hocus Pocus).
 - i. [List of Interactive Movie Experience Scripts](#) curated by Minerva Public Library
 - ii. [Interactive Movie Experiences](#) curated by Dayton-Metro Library
 - iii. [Library Escape Room Plans](#) curated by Dayton-Metro Library
- c. Mountain Home – Teen Idaho Reading Challenge. Previously did an American Girl Tea Party. This year it’s an Annual Tea Party, focusing on Fancy Nancy. Dangerous Days for Boys will be focused on camping and hiking safety.
 - i. Teen Coding is a weekly afterschool program. It’s taken a little bit of a hit since some schools in the area have changed to a 4-day school week. Jessica asked for suggestions on marketing this program. CJ suggested Peach Jar or reaching out to robotics clubs at the schools to generate some interest in the program.
- d. Boise – trying to get 85% of city employees to have a library card. Working with HR to make it automatic that a new employee will get a library card during onboarding. [Boise Comic Arts Festival](#) is coming up on Sept. 30.

2. MARKETING & PROMOTIONAL MATERIAL

- a. Courier Updates
 - i. Twin Falls has started marketing this change to their patrons. CJ emailed promotional materials to the Lynx Marketing Committee.
- b. Vega Marketing
 - i. Is there a short training video from Vega that we could send out to patrons? Brittany will look into this.
- c. September is Library card sign-up month. Twin Falls and Ada are participating.
- d. Discussed way to promote Library programs:
 - i. Peach Jar is a good way to promote youth programs through your local school district. Twin Falls goes on local morning news show once per month to promote library programs. Mountain Home mentions programming at every City Council meeting. Ada does Facebook ads for promoting programs and says they are budget friendly.

3. LYNX UPDATES

- a. Consortium Agreement still in the works.

4. NEXT MEETING

- a. CJ will send out a Doodle poll for a November meeting date