



**LYNX MARKETING COMMITTEE
REGULAR MEETING MINUTES
Thursday, November 9, 2023, 11:00 AM**

ATTENDEES: CJ Rasmusson (Twin Falls), Cynthia Ceja (Caldwell), Shasta Hochstrasser (Mountain Home), Natalia Green (Meridian), Lori Kelly (Kuna)

1. GENERAL DISCUSSION

a. MOVIES NIGHTS:

i. Cynthia asked for ideas to increase attendance at library movie nights.

1. CJ and Shasta shared that they get better attendance at interactive movie nights. Shasta shared a list of [interactive movies](#).

b. SUPPORT FOR LIBRARIES

i. Shasta mentioned asking patrons to share their best reading experiences and gathering testimonials to put in a booklet tentatively titled "Idaho Libraries: A Little Book of Big Stories." The book will be given to legislators at the beginning of the legislative session. Mountain Home is putting a short survey on their website asking patrons to share how they use the library. There was additional discussion on how to get legislators into the library to see what all we offer. Another link shared by Shasta [Creating the Best Reading Experience for your Family](#)

c. EBOOKS ON SPOTIFY

i. Cynthia shared that eBooks are becoming available to Spotify subscribers.

2. UPCOMING EVENTS AND PROGRAMS

a. Lori shared that their outreach librarian is starting a weekly laundromat storytime.

3. MARKETING & PROMOTIONAL MATERIAL

a. Not aware of any immediate projects.

4. LYNX UPDATES

5. NEXT MEETING

a. The next meeting is in January 2024 date TBD via Doodle. CJ will check notes to see whose turn it is to send out invite.