

**Trustees & Friends  
Joint Meeting  
June 2007**

**Priorities agreed upon by the group:**

1. Develop a PR program: banners, media blitz, bus ads, Bamboo on the road, golden books, special gifts, deck of cards
  - Banners, lampposts @ entry to city, CSQ, etc.
  - PSA's on MBTA, Boston/Cambridge media inc. Globe Magazine, Boston Magazine
  - Ads at businesses
  - School outreach with summer reading – bookmarks
  - Early walk through for CRLS
  - Souvenir items at library
  - Information at branches
2. Splashy inclusive inaugural program with multi-media (laser lights)
  - Music: Acapella  
Folk  
Children's  
Second line  
Choirs
  - Prizes: Swag  
Raffle
  - Sales
  - Food: All ages  
Ice cream  
Cake – book or building
  - Register: Guest book  
Web outreach  
Roving interviews
  - Balloons
  - Bamboo: Wander  
Special events
  - Big screen: Multiple location small screens “simulcast”
  - Twilight transition: Shift of age  
Performance  
Church bells
  - Light show: On-site/on buildings  
Branch to branch connection
  - Tent (outdoor/indoor)
  - Rain plans
  - Search lights at branches
3. Special programs to target different groups: festivals, food, music (progressive dinner, potlucks, library events at local restaurants)  
Objectives: celebrate; generate interest to current and non-users, off-site engagement, recognition
  - Catch phrase needed: “meet me @ the library!”
  - Groups: kids, YA, literacy, old folks, middle agers, economic diversity, neighborhoods, ethnic

- International pot lucks: Portuguese, Spanish, Creole, Bengali, Russian, Italian, French, and Chinese
- Senior lecture series: pod cast
- Architect led tours of library for kids/adults
- Incorporate Galbraith Lecture
- Pony rides on library grounds
- Make your own book/bookmark
- Scavenger hunt/prizes of books to get familiar with building (“13 clues” progressive scavenger hunt”)
- Toddler sings/kids sings
- Exhibit of books on recollections of libraries
- Make kids library ambassadors – teens and younger
- Library card sign-up
- Prize for the 500<sup>th</sup> or 1000<sup>th</sup> book checked out of the new library
- Contest to choose person who gets to check out the first book
- Underground Railway Theater
- Theme
- Day long – compo. Targeted
- Center around a key moment
- Clarity of specific program
- Art
- Dramatic readings
- Partners/collaborators
- Read-a-thon
- Beyond local: Sister cities, other “Cambridge” libraries

#### 4. Recording history (Interview authors, users, workers for personal thoughts about library)

- Interview the authors (non-CPL book)
- How target people who interview; show diversity of users
- Voices of Cambridge Public Library
- Project on building
- Visual: kiosk on a loop
- little clips
- program intro
- web
- video wall
- CCTV (Susan Fleischmann –ideas)
- CRLS Media Lab
- Develop pamphlet to send to users to solicit interviewees
- Where interview
- What history “wants”
- Steve Surette
- Personal thoughts about library
- Open ended i.e. what does CPL mean to you
- Neighborhoods talk about branches
- Oral history
- Cambridge Historical Society input
- Penny K. @ Longfellow
- E. Cambridge author (book) Sarah Boyer
- Someone to guide oral history
- Input how to capture

- Way people respond – how display
- preserve
- music, interviews
- sing
- rap song
- multi media
- what images – archives of CPL, CHS
- Key: what is the story?
- What does library mean in your life?
- How does it fit your life?
- What was your first experience at the CPL?
- All kinds, ages, backgrounds
- Somebody needs to oversee
- Needs a script
- Karen Price for ideas
- Professional editor
- Enjoyable, heartfelt, meaningful
- Matters how you capture what you capture
- Journals at each branch (start now)
- If willing to be interviewed, contact info.

## Staff

- Schedule tours, visits for teachers and students
- Feature Cambridge memorabilia in library
- Pajama party

## In Process

- Anthology of Cambridge writers