

Alaska Center for the Book
January 26, 2017
Minutes

Attending meeting: Elizabeth, Rayette, Trish, Tricia, Zeb, Sara, Camille, Erin, Beth, Page, Mark

Introductions and Welcome

New APL representative Elizabeth Nicolai and guest Erin Kirkland

Erin Kirkland – Read on the Fly

How might ACB support the program?

Discussed the airport program that gets books to kids in Alaska, want to get ACB involved. Currently partnered with Best Beginnings. The program also partners AKair, Pen, Kaladi, and others.

They also have facebook and twitter

Discussed ways we might do so:

- Donating books and soliciting donations
- Rural areas are in the most need for books
- Pick. Click. Give. In the future
- Use our website to advertise, accept submissions, etc. and Mark should expect contact from Erin
- Packing boxes for shipping could be a doable bit of assistance
- Alaska Book Week might have an opening/marketing for expanding the program and advertising to new groups

Financial Report – Lila

Added to Dropbox(?)

BookWeek – Beth

We discussed the dates – Oct starts on a Sunday so we need to change the Book Week to Sunday through Saturday.

Advertising Budget for Book Week- We have previously discussed an advertising budget and possibly an intern for advertising and social media. Discussed needing a shell plan before going after money but also that we should not plan a usage of that money entirely until we secure it.

Talked about possibility of getting ads/bookmarks in the books for Read on the Fly.

Discussed merits of earned media.

Targeting a few communities who can get with local authors etc. that can organize activities and give a new and more focused campaign.

Talked about getting with the school librarians in order to push Alaska books for Book Week. Elizabeth agreed to start talking to Ann Morgester (sp?) at ASD to get the ball rolling.

!!!!!!!!!!BUG ELIZABETH IN AUGUST AND SEPTEMBER!!!!!!

Book Week Planning Committee Members

Trish, Beth, Rosanne Pagano

Possibles-Ann Morgester, Charlotte, Patacky (or someone else from 49 writers)

Tricia brought up getting other cities in the state to commit an organizing partner.

Talked about sponsors who might provide help with the advertising woes.

February Book Week Meeting location/time. discussed

CLIA – no report per Carol

Creative Writing Contest - Sara

Page, Trish, Tricia are going to be Judges.

Letters About Literature - Zeb

I missed the meeting due to my teaching times, so I am out of that loop. I can add the notes (they are mostly bloviating) to the Dropbox if requested.

Sent national the request for the prize money, which should be sent anytime.

Reviewed a letter that needs to be sent to the winners of last year's contest so they can sign and return. Have had trouble getting in touch with some of the students (moved, graduated, etc., but am working with some teachers on trying to get to schools and persons.

Deadlines have passed, the letters as they are finalized will be shipped to me next week according to Cathy Gourley. Our numbers are down from 423 last year to 168 this year. The national total resembles this quite significant drop (48 down to 36 thousand) and the national coordinator's thinking is that this election cycle was more severe than most.

Barbara Brown might have permissions for past winners. Sara agreed to email about that

Reading Rendezvous – Elizabeth

Library construction expected to be pushed back 20 days, but the Library and contractors agree RR is priority.

Talked about the new log book having more dynamic program that will include all ages.

Discussed RR donations, which seem to be moving along very well

Camille discussed an online store using the Square/ adding sales and donations as online components for multiple of our activities.

Rosemary Wells Visit – Tricia Brown

We have a plan for Rosemary in the works for her to be here Sep 9/10 and come in thru Juneau before coming to anchorage. Juneau is putting together a plan.

In Anchorage, Sep 11, a late afternoon event focused on early literacy and childhood ed. (with Best Beginnings). She will talk to adults about BB, but also read.

Sep 12, school visit in morning. Fly to Fairbanks. Plan is to have her do a half day in a school and then do some tourist activity. Fly back to Anchorage.

Sep 13, she wants to do a in-need group like the Boys and Girls at Muldoon Lib.

Sep 14th, school visit for Title I school. (Ak Native Charter School is a good option) and we should ask the school what is the best time to do a visit.

Sep 15, ride train to the school visit in Palmer.

Leave the 16th.

Rosemary Wells offered to reduce her fee and to send some original artwork to set up a gallery for raising awareness of her visit and events. Discussed where and what to do with the art pieces when we have them. Somewhere downtown would be the best space.

Budget for what we need is between 13-14 thousand dollars. We will have to raise the money through grants.

Alaska Reads –

Bonnie sue Hitchcock novel recommended by Elizabeth

Frank Soos is leading the committee

We are at the selection phase for 2018's program

Each committee member will nominate 5 works by living authors

Please email Rayette, rayette@outlook.com with any suggestions

- Note: Earnestine Hays has been named the Alaska State Writer Laureate; so there are big shoes to fill for the 2018 program.

New Business

Carol has suggested that ACB buy a table at the non-profit rate for Beyond the Stacks.

One note: The Friends of the Library fundraiser, Beyond the Stacks, is set for Saturday, April 1 at the Hilton. The theme is "Around the World in 80 Days," so in addition to dinner and live auction, there will be a lot of silent auction books/travel items (absinthe + novels about Vincent Van Gogh! Murder mysteries with a tequila theme!). For the first time, we're doing a "non-profit rate," in which non-profit organizations can buy a table for 9 for \$500, which works out to about \$55 a person. If ACB wanted to have a table, it might be a lot of fun, and a way to support the library.

Announcements:

Alaska Quarterly Review presents Gary Holthaus | A Retrospective Celebration | Poetry and Prose, 1976-2016

TWO EVENINGS at 7pm

Thursday, January 26 | Poetry

Friday, January 27 | Prose

This event is free and open to the public. Co-sponsored by the Alaska Humanities Forum, 49 Writers, Center of the Narrative & Literary Arts

35th UAA/Alaska Dispatch News Creative Writing Contest:

CATEGORY MANAGERS: Stephanie Schott, Sarah Preskitt, Camille Oliver, and myself.

ENTRIES: We have 117 total entries to-date (55 in poetry). This is a little ahead of previous years at this time.

PROMOTION: The Alaska Dispatch has requested announcements to run in papers they have agreements with (smaller community newspapers throughout Alaska).

I've posted links to the contest on Facebook. Sent information to UAA media relations people to post in the student version of the daily newsletter, to David Stevenson in the MFA program, and to Carol Swartz in Homer who organizes the Kachemak Bay Writers Conference. The Alaska State Library has two listserv groups and both have received information about the contest, though I've not seen the mentions.

The biggest gap in contacts has been school districts and language arts teachers. I really haven't been able to pursue that line of promotion.

DEADLINE is February 12 at 5:30 p.m. I will post again on Facebook and invite you all to share on your pages as well.

Thanks!
Sara