

Books By Mail Meeting
Project Libraries Meeting #2 March 5, 2008 10-Noon
GCLS-Mullica Hill

Present: Peter, Bob Wetherall, Holly Coons, Nancy Pulhamous, Lee Hoisington, Gwenn Laisie,
Gail Sweet, Molly Connor, Sarah Thompson

1. Introductions
2. Progress at each library?
 - a. ILS
 - i. GCLS: new symphony upgrade on April 16. Will print labels and a log.
 - b. Mailing/Packaging
 - i. Burlco: Going to use a nylon mailing bag with imprint (post office will consult to make sure the imprint is post office friendly). Still have to do quotes and all that. Post office says it would be good to have bunch of bags that all look the same. It would help them remember to keep package local and not send to Bellmawr or Philly. A color sticker on jiffy bags would also help. It's also a marketing opportunity.
 - ii. GCLS: Things they're going to start with paper. If it doesn't work, they can go to nylon. Bob is suspicious that that bags will come back. There's a six week lag time for bags to be delivered after being ordered, so if they don't come back, uh-oh... Paper bags cost 1/10 of cloth bag. If they come back 10 times, you break even.
 - iii. Holly has investigated specialized mail supplies from Uline. GCLS will order a few specialized things (boxes, bubble wrap).
 - iv. Uline is cheaper than state contract.
 - v. Will Burlco charge for unreturned bags? They think so, but no details yet.
 - c. Marketing/Promotion
 - i. Burlco Name: Library in a bag. "Books and more, at your door."
 - ii. GloCo: "MailLit
 - iii. Burlco hasn't done press release yet
 - iv. GCLS has written press release, that needs to go through the county office.
 - v. GCLS: will have bookmarks, posters, on receipts
 - vi. BCLS: will look into advertising in Post office
 - vii. Pete mentioned borders/barnesandnoble
 - viii. Burlco: looking into movie theaters
 - ix. Both libraries discussed Comcast.
 - x. Both looking at digital signs in the library.
 - xi. Direct mail by zipcode (burlco is looking into; will provide info to gcls)
 - xii. BCLS: Community events; book sales
 - xiii. GCLS: Back to school nights; summer reading registrations
 - xiv. Pete: tie-in through community colleges
 - d. Work Flow/Postage
 - i. GCLS: Five branches will pull holds before delivery. They will send to Mullica hill. When it gets to Mullica it will be put on book truck and be brought back
 - ii. Burlco: Hasn't done anything more on 3rd party mailing machine. They need to follow up with Pitney Bowes
 - iii. GCLS: Holly is going to coordinate, but many staff will be involved. Actual mailing will be done by Holly and backup.
 - iv. GCLS is paying for extra pickup at 5:00, 5 days a week.
 - v. GCLS: Mailing won't happen in circ area; not enough room.
 - vi. BCLS is treating mail as another branch. GCLS doesn't need to because symphony has built in mail functionality.

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- e. Surprises?
 - i. None yet
- f. Challenges?
- g. Questions
 - i. Requirements for attribution?
 - ii. Pete set up Google group
 - iii. Next meeting : Burlco 4/23 10-12