

Discussion notes from *Webside Chat* on March 31, 2010

Q: Do you think this may have an effect on the three anti-tax ballot issues this November?

A: While this campaign is not directly aimed at the anti-tax ballot initiatives, it does try to support and in some ways correlate with another initiative, BHAG. BHAG (Big, Hairy, Audacious Goal) which is lead by Jamie LaRue and a small committee on which Debbi MacLeod participates. BHAG is a separate initiative that is trying to build up support for libraries and then come back in the fall to address the three anti-tax ballot issues. For more information visit <http://bhagcolorado.blogspot.com/>

Q: Will "real-life" patrons be involved in the branding (on posters, etc.)?

A: Yes. We are hoping to speak to the general population in their own language and get the influencers on board to help with advocacy. We want this to be more than just librarians speaking with other librarians.