

January 2, 2009

Library Highway Signs...On Hold for Now

Attention Library Board Chairs/BCLTA Liaisons:

As recently as this past November, you will recall that BCLTA was encouraging member library boards to communicate support for a province-wide library highway sign campaign to the Minister of Transportation. The intention was to promote literacy and library usage by British Columbians and out-of-province visitors on their travels – something that both Saskatchewan and Alberta have done through similar campaigns.

However, in light of recent developments in the financial sector, which have affected the economic climate in BC and beyond, we have decided to table the highway sign initiative for now. We feel our advocacy efforts and requests for government support are best kept to the basics at this time – ensuring libraries across the province are able to provide superior library service when they are needed most by British Columbians.

In speaking with library representatives involved in the Saskatchewan sign campaign, there is much organizing we can do behind the scenes in order to present a united front to government when times are better. Your BCLTA Board will continue working on this issue in 2009 – albeit in a different and lower profile manner. Please stay tuned for further details in the coming months...

Any questions or concerns about the foregoing can be directed to BCLTA's Executive Director, Errin Morrison, at execdirector@bclta.org.