



## 4.0 | Policies & Procedures – Marketing and Meeting Center

### *Mission Statement*

The Marketing Department promotes McAllen Public Library’s resources, new and traditional services, and special events through various channels including digital, print, and social media platforms. Additionally, the department oversees the management of reservations for the Meeting Center at McAllen Public Library.

## **4.1 | Publications**

The Library produces various publications in order to communicate with the public on a wide range of topics, from upcoming events to changes in policy, and other promotional publications.

The Marketing Department applies the same professional standards to its own documents as it does to those initiated by other departments.

## **4.2 | Online Communication**

The Library maintains an active, coordinated online presence through its official website, catalog, and social media -- Facebook, X (formerly Twitter), Instagram, and other social media platforms -- utilizing them to communicate with the public in an accurate and engaging manner.

Official library websites and social media sites are maintained by the Marketing Department under the direction of Library Administration.

Online communication encompasses visual, textual, and auditory content created by the Library. The Marketing Department produces original content through available technologies and according to professional best practices.

## **4.3 | Meeting Center at McAllen Public Library**

The oversight of operations of the Meeting Center at McAllen Public Library falls under the responsibility of the Library's Marketing Department, managing reservations for both public and city-related events. To secure reservations and make payments, the public may visit the Library's website at <https://mcallenlibrary.net/spaces/meeting-center/>.

Detailed guidelines for utilizing the Meeting Center at McAllen Public Library can be found on the following pages.

## Guidelines for the Meeting Center at McAllen Public Library

### 1. Overview

- a) The Meeting Center at McAllen Public Library is comprised of indoor and outdoor spaces throughout McAllen Public Library (4001 N. 23rd St., McAllen) available for rental.
- b) The Meeting Center at McAllen Public Library rents meeting and event spaces to individuals, groups, and organizations in the commercial and nonprofit sectors. Events may not interfere with regular Library operations and Library-sponsored events.
- c) Rental of space in the Library does not constitute an endorsement of a group's policies or beliefs by McAllen Public Library.
- d) McAllen Public Library does not discriminate in making its premises available for use on the basis of race, color, national origin, religion, gender, age, or disability.
- e) To book meeting or event spaces at the Meeting Center at McAllen Public Library, initiate the reservation process by booking your room online at: <https://mcallenlibrary.libnet.info/reserve>.
- f) There will be an additional fee charged for events that exceed the contracted time. Access to the facility, including for move-in and move-out, is allowed only on the date(s) and time(s) listed on the room rental confirmation.
- g) Rise & Shine Café is the EXCLUSIVE CATERER for all events held in the Meeting Center at McAllen Public Library. Outside food and beverages are not permitted within the Meeting Center spaces. To ensure a seamless catering experience, orders must be placed at least one week in advance. You can find the contact details for the café online at [bit.ly/mplcafe](http://bit.ly/mplcafe).

### 2. Meeting & Event Spaces

#### Gallery Areas

- a) **Auditorium** – Theatre-style seating with a small stage. Ideal for movie screenings, lectures, and presentations. No live music allowed. Food and beverage are prohibited in the Auditorium. Seating: 176 | Setup option: Fixed – see “Space Setup” section.
- b) **Meeting Rooms A & B** – May be rented separately or together. Ideal for conferences, lectures, receptions, parties, or presentations. Meeting Rooms A&B are closed on Sundays. Catering must be provided by Rise & Shine Café, the exclusive caterer at McAllen Public Library. Seating: 40 (with tables & chairs) or 60 (no tables, chairs only) | Setup option: Varies – see “Space Setup” section.
- c) **Conference Rooms A & B** – Must be rented separately. Catering must be provided by Rise & Shine Café, the exclusive caterer at McAllen Public Library. Each is equipped for meetings and programs. Seating: 16 (each) | Setup option: Fixed – see “Space Setup” section.
- d) **Lobby/Gallery Area** – A corridor running from the Library’s entrance lobby to the Auditorium entrance. Must be rented in conjunction with the Auditorium or a Meeting Room. Public has access during regular library hours. Catering must be provided by Rise & Shine Café, the exclusive caterer at McAllen Public Library. Seating: Varies | Setup option: Varies – see “Space Setup” section.

## Adult Areas

- a) **Board Room** – A beautifully appointed meeting room with executive-style seating. Seating: 18 | Setup option: Fixed – see “Space Setup” section.
- b) **Electronic Classrooms A & B** – Must be rented separately. Each features audiovisual equipment for multimedia instruction, presentations, and lectures. Food and beverage are prohibited in the Electronic Classrooms. Seating: 20 (each) | Computer Workstations: 20 | Setup option: Fixed – see “Space Setup” section.

## Outdoor Areas

- a) **Fountain Circle & Mall Area** – The Fountain Circle buttresses the grand canopy over the Library’s entrance and the Mall extends outward from the Fountain Circle into the parking lot area. This area requires library administration approval prior to booking. For submitting a request, please email event details to [librarymeetingcenter@mcallen.net](mailto:librarymeetingcenter@mcallen.net). Catering must be provided by Rise & Shine Café, the exclusive caterer at McAllen Public Library. Seating: Varies | Setup option: Varies – see “Space Setup” section.
- b) Event and meeting spaces within the Meeting Center must follow the prescribed setup. See “Meeting & Event Spaces” section for details. The Meeting Center staff works closely with clients to determine their event needs. Furniture setup is considered finalized upon booking rental spaces. Seating may not exceed stated limits on your reserved room.

## 3. General Rental Policies

All events held at the Meeting Center must be conducted in an orderly manner and in full compliance with applicable laws, regulations, the Library Code of Conduct, and Meeting Center Guidelines. Activities associated with events must not interfere with the regular operation of the Library.

- a) **Rental Agreement** - All customers will be required to digitally agree and comply with a standard Rental Agreement (terms and conditions contract). The contents of the Rental Agreement are non-negotiable.
- b) **Security** - McAllen Public Library does not provide security services as part of its Rental Agreement. Therefore, the customer is responsible for making separate arrangements and payments for security during an event. Security must remain during and immediately following the event. Security requirements will be determined prior to the event. Security guards are required for any event that:
  - Is determined by the Library to require additional security due to the nature of the event, i.e., safety, large crowd, items of value, individuals in attendance (e.g., celebrities), etc.
  - Any outdoor event
  - Any event that includes the lobby
- c) **Food & Beverage** – Rise & Shine Café is the EXCLUSIVE CATERER for The Meeting Center at McAllen Public Library. All food and catering services must be provided by the Rise & Shine Cafe for events held Monday through Saturday; no food is allowed on Sundays.
  - The customer is responsible for making separate arrangements and payments for catering through our on-site vendor.
  - Catering requests must be made at least seven (7) business days prior to the event (Monday through Saturday).
  - Outside food and beverages are not allowed in The Meeting Center at McAllen Public Library.

- Food and beverage are prohibited in the Auditorium and Electronic Classrooms for non-Library-sponsored events but are allowed in all other meeting areas at any time the spaces are in use.
- d) **Personal Property** – The Library is not responsible for damage or loss of property brought into the building for meetings and special events. All items brought into the building via the main entrance(s) or loading dock area may be subject to examination at the request of the Library.
- e) **Smoking/Tobacco** – No tobacco products of any type are permitted to be used in any part of the Library. This includes the loading dock and adjacent areas. Smoking is allowed outside the building, 25 feet away from any door or entranceway. Customers may leave the building and re-enter during special events.
- f) **Music** – No live music of any type is permitted to be used in any part of the Library by contractees. For outdoor events, music must be kept at a reasonable level. Library Staff have the right to request music to be turned off if it interferes with normal operations.

#### 4. Rental Fees

Standard and non-profit fees are determined by the City of McAllen Commission, are subject to change without notice, and are non-negotiable. The Library defines standard entities and nonprofit entities as:

- **Standard entity:** Private citizens, private foundations or businesses.
- **Nonprofit entity:** Nonprofit entity: Groups or organizations eligible for tax-exempt status under sections 501(c)(3) or proof of nonprofit status.
- A discount applies to nonprofit entities when the group or individual submits a copy of a current nonprofit exemption or IRS nonprofit number to Library Staff.
- **City of McAllen Events** - No rental fee will be charged for official Mayoral, City Commission, City Department functions, or library-related functions

#### 5. Reservations & Cancellations

To reserve space at the Meeting Center at McAllen Public Library, initiate the reservation process by booking your room online at: <https://mcallenlibrary.libnet.info/reserve>.

By booking a space, you agree to abide by all terms and conditions.

- a) Meeting and event space is reserved on a first come, first served basis.
- b) Reservations must be submitted at least 7 days and up to 3 months in advance. No exceptions.
- c) Meeting Rooms A & B are closed on Sundays.
- d) Payment is due in full upon reservation for all meetings and special events. Only Visa credit or debit cards accepted as form of payment.
- e) Cancellations made more than 24 hours before the reserved event or the first in a series of reserved events will be refunded at full price through the City of McAllen refund request procedure. Cancellations made less than 24 hours before the reserved event or the first in a series of reserved events will not be refunded. Exceptions will be made by Library Administration for unforeseen circumstances beyond the control of the customer and the Library.
- f) A customer must be at least 18 years of age to book the use of a meeting space.
- g) A client's reservation time includes setup and cleanup of the reserved space. Setup will occur at the start of the reservation. Cleanup must conclude at the end of the reservation.

## **6. Publicity**

The customer is responsible for any publicity. Publicity materials may not list or imply that McAllen Public Library is a co-sponsor of any event without the express approval of the Library Director or designee. The Library requires that all printed material, press releases, posters and other information regarding the event include a contact phone number and return address for the organization or individual booking the room. Library phone numbers may not be listed for obtaining information on an event. The customer should not issue invitations or press releases until the reservation is confirmed.

## **7. Filming & Photography**

The Library reserves the right to take photographs of events and film events for its own records and for future promotional materials. Photographs and film clips may be taken in the Meeting Center by event hosts during closed events only. Library users may not take photographs and record videos of public library facilities, including study rooms, without securing approval from Library Administration.

## **8. Audiovisual Equipment**

The rental fee for our meeting rooms includes audiovisual equipment; however, please note that the specific equipment available may vary depending on the room. The Library does not supply laptops for Meeting Center rentals. We encourage you to bring your own laptop and notebook computers if you plan to use them during your events. Current audiovisual available in each room includes:

- a) Auditorium: Projector and drop down screen, sound system, variable lighting, wireless microphone, podium with HDMI and USB-C laptop connections.
- b) Meeting Rooms A & B: Projector and drop down screen, sound system, and podium with HDMI and USB-C laptop connections.
- c) Conference Rooms A & B: Wall-mounted 64" HDTV with HDMI and USB-C laptop connections.
- d) Board Room: Wall-mounted 64" HDTV with HDMI and USB-C laptop connections.
- e) Electronic Classrooms A & B: Wall-mounted 64" HDTV with HDMI and USB-C laptop connections.

If you have any questions about compatible devices or need assistance with setting up your equipment, please request an appointment to test your equipment by emailing Library staff at [librarymeetingcenter@mcallen.net](mailto:librarymeetingcenter@mcallen.net). If your device requires a different adaptor for a laptop connection, you must provide your own that can connect to an HDMI or USB-C connection.

## **9. Space Setup & Logistics**

Library Staff act as your venue manager and will assist you with details that are pertinent to using the grounds and facilities. Library Staff are not "event planners".

- a. The Library will set up/break down library-owned furniture and equipment only, as per room setup options. The customer or customer's representative/vendor is responsible for set up/break down of any non-library equipment used for the event. The Library reserves the right to deny the use of any item or piece of equipment to the customer for any reason.

- b. For events held in the Meeting Center's outdoor areas and Lobby/Gallery Area, customers must provide and set up their own furniture and equipment.
- c. Indoor areas come with a fixed or built-in arrangement of furniture and equipment, with the exception of Meeting Rooms A & B. These two spaces may be rented separately or together and Library Staff can configure library-owned furniture in one of three ways:
  - i. Presentation Style (Tables): Rows of tables facing the drop down screen.  
Approximate # of seats: 40 (separately), 80 (together)
  - ii. Presentation Style (No Tables): Rows of chairs facing the drop down screen.  
Approximate # of seats: 60 (separately), 120 (together)
  - iii. Squares of 4: Each square is a table with seating for 4. Approximate # of seats: 40 (separately), 80 (together)
- d. Special configurations for Meeting Rooms A & B are the responsibility of the customer.
- e. Library Staff must be notified in writing of any deliveries, including date and time. Failure to notify Library Staff may result in the vendor being denied building access. All deliveries must occur Monday-Friday between 9AM-5PM (no deliveries between 12PM-1PM) and only through designated delivery entrances. No deliveries may be made through the front entrances (facing N. 23rd Street). **Deliveries are allowed only during the setup time frame, requiring the client's presence within the building to receive packages. Any items delivered must be retrieved by the conclusion of the booking duration.**
- f. The caterer of your event must be the Rise & Shine Cafe, the Library Café Concessionaire. The caterer is responsible for providing all personnel, material, and equipment for the event. Contractee is responsible for all cleanups. Special cleaning requirements or damage caused during the use of a space will incur a flat fee including the base fee of \$50, as well as the costs of any additional repairs or replacement of damaged property.
- g. Patrons who occupy any area of the lobby or gallery must keep at minimum 18 inches away from the wall and artwork to avoid damaging either. The space is to ensure that seated or standing patrons have ample room to sit and stand while avoiding contact with the wall and artwork.
- h. No live music of any kind is allowed. Music or sound is strictly limited to electronic devices such as MP3 players, smart phones, or laptops. The volume of sound should adhere to a reasonable level that allows for the audio to only be heard within the room. Rooms that have noise levels that interrupt other rooms or the library will be asked to reduce the volume.
- i. No alcoholic beverages are allowed.

## 10. Decorations and Additional Materials

All decorations should be freestanding and must be approved in writing by Library Staff. No materials may be fastened to any walls, windows, doors, or furniture with tape, pins, or nails of any kind. Use of specific materials and decorations is prohibited in the Meeting Center. Prohibited items include, but are not limited to:

- a. Confetti, glitter, glue, paint, or markers
- b. Decorative stickers, tape, or push pins
- c. Bubble, fog and smoke machines

- d. Open flames, candles, incense or any device emitting smoke or smell
- e. Any item that would cause damage to fixtures, carpeting, or furniture

### **11. Clean-up & Breakdown**

Event break-down must occur in an orderly and timely fashion. The Library expects the customer to assist with basic clean up at the conclusion of the event, including placing trash in receptacles provided, removing all personal effects, equipment and decorations, and leaving the spaces as clean and orderly as possible. Food disposal should include scraping all food items into trash cans, wiping down grease or oily utensils or plates with cloths or scrapers, and throwing disposable food containers into the trash can. Special cleaning requirements or damage caused during the use of a space will incur a flat fee of \$50, as well as the costs of any additional repairs or replacement of damaged property. Items left in the Library will be considered abandoned property and will be disposed of in accordance with standard practice.