

Woodstock Public Library Board of Trustees
PR/Marketing Committee Meeting
Wednesday, August 26, 2015
Woodstock Public Library Boardroom
5:30 pm
Minutes

- I. Call to order and roll call
Dan Lemanski called the meeting to order at 5:38. Present: Dan Lemanski, Betty Hopp, Robert Laurie, Martha Hansen, Stacy Iwanicki and Nick Weber. Absent, none.
- II. Approval of minutes
Stacy made a motion to approve the minutes of the July 29, 2015 meeting as amended. Robert seconded, motion carried.
- III. Public Comment on non-agenda items
None.
- IV. Logo Development update
The largest bubble is still a sticking point. Current options suggested by Paul, our artist, are not resonating with anyone. Nick has asked Paul to try some other options, perhaps his “brain balloon” concept from the logo contest, or an owl of wisdom. Stacy would like to see it be more colorful. Nick noted that the colors are muted when printed out on the office printer—they are more vibrant and noticeable on the computer screen. Nick will also work with Paul on getting a 125th Anniversary version of the logo.
- V. 125th Anniversary planning
The committee reviewed the current status of the 125th timeline.
- VI. Demographics/Segmentation
 - a. Review data
Martha reported it is hard to get a good read on card use—some are used strictly for downloading eBooks and eAudiobooks and never leave a “record” in Millenium, our catalog software.
 - b. Citizen input/advisory committee
The committee liked the idea of an informal group. Probably an ongoing thing, that would meet quarterly or thereabouts in general, but more regularly in the near term. Ideally, we would like to get representation from groups that we don’t hear from otherwise. It was suggested that our youth population be represented, as well as a good representation from RWPLD residents.
 - c. Survey
The committee reviewed the first draft of the survey and liked its general direction. Several additions/corrections were suggested, which Nick will

incorporate into the next draft. The city has access to a professional version of Survey Monkey, so the final version of the survey will be available online and in paper format.

- VII. Templates/Branding
Tabled until the logo is complete
- VIII. Marketing Campaign
Nick would like to have a more global strategy for the Library's marketing efforts. Who to notify, when to notify them, how to reach them, and what to convey to them. The new logo can be the start for this as well—give it a tease in the paper and in-house. The committee will explore this in more depth as the logo and 125th become less pressing.
- IX. Future topics
None at this time.
- X. Set next meeting date
Wednesday, September 23 at 5:30 pm.
- XI. Adjournment
Betty made a motion to adjourn at 6:42.

Respectfully submitted by Nick Weber
September 21, 2015