

Woodstock Public Library Board of Trustees
PR/Marketing Committee Meeting
Wednesday, October 28, 2015
Woodstock Public Library Boardroom
5:30 pm

Minutes

I. Call to order and roll call

Betty Hopp called the meeting to order at 5:31p.m. Present: Betty Hopp, Robert Laurie, Leslie Schubert, Martha Hansen, Nick Weber. Absent: Dan Lemanski and Stacey Iwanicki.

II. Approval of Minutes from September 23, 2015 meeting

Robert made a motion to approve the minutes as presented. Leslie seconded. Motion carried unanimously.

III. Public Comment on non-agenda items

None.

IV. 125th Anniversary planning

a. Logo development update

The committee reviewed the most recent updates on the logo. They liked the version with multiple colors better than the original, more mono-chromatic version. They also felt the indicators between “discover * connect * inspired” should be more of a regular bullet point, rather than the atom/flower and plus sign icons. Overall, they felt the logo was very close to being finalized and they liked it quite a bit.

b. Budget

A preliminary budget was reviewed. Yard signs, buttons, pole banners and various other items were discussed as to their effectiveness and relative costs. The initial estimate for yard signs seems too low. The timing on various budget items were also reviewed and, in some cases, adjusted. All committee members present liked the idea of a button maker for the 125th and beyond—it is a simple, relatively inexpensive, and quite flexible means of doing outreach and promotion. An honorarium for Paul Conklin for his work on the logo, and the committee recommends a \$100 honorarium from the library, and possibly a Friends of the Library membership and separate honorarium.

c. Banners, clings, yard signs, and other external promotions

Discussion of this item was included in the discussion of item “b. Budget” above.

V. Demographics/Segmentation

a. Citizen input/advisory committee guidelines

Much of the discussion of the draft Community Advisory Committee (CAC) materials involved where and how to draw distinctions between the formal/public aspects of the committee and the internal, staff use aspects of the materials. Nick will revise and return the materials in two distinct documents. Further discussion of the demographics and breakdown of the CAC composition occurred. The board liked the idea of a 10-member committee, with 5 1-year term positions and 5 2-year term positions. After the initial 1-year term positions expire, the subsequent incumbents would serve for two years.

b. Survey review

The committee reviewed the current draft of the survey and offered some minor corrections and additions.

VI. Future topics

None.

VII. Set next meeting date

Wednesday, November 18, 2015 at 5:30 pm

VIII. Adjournment

Nick made a motion to adjourn at 6:26, Betty seconding. Motion carried unanimously.

Respectfully submitted by

Nicholas P. Weber
November 16, 2015