

Woodstock Public Library Board of Trustees  
PR/Marketing Committee Meeting  
Wednesday, November 18, 2015  
Woodstock Public Library Boardroom  
5:30 pm  
**Minutes**

- I. Call to order and roll call  
Dan Lemanski called the meeting to order at 5:34 pm. Members present: Dan Lemanski, Robert Laurie, Martha Hansen, Nick Weber, Leslie Schubert. Members absent: Betty Hopp, Stacy Iwanicki.
- II. Approval of Minutes from October 28, 2015 meeting  
Robert Laurie made a motion to approve the minutes as presented. Martha Hansen seconded. Motion carried.
- III. Public Comment on non-agenda items  
None.
- IV. 125<sup>th</sup> Anniversary planning
  - a. Logo development update  
The committee reviewed the latest draft of the logo, including looking at how it looks as a header/footer on letters. They liked the final color scheme and how it had all come together. There was some discussion of how/where to include the new logo and also of working with the designer on incorporating it into the RWPLD logo and the Friends of the Library logo.
  - b. Budget and sponsorship  
After reviewing the updated budget, the committee also discussed timing. Betty noted that several of the more expensive items, such as yard signs, would fall into the next fiscal year's budget. This allows them to be planned for a bit more easily than the early items. Nick has been working with the Great Lakes Credit Union on sponsoring some of the library's programs and events. This is an area where the committee could do some "work" outside of the library in terms of identifying possible sponsors and soliciting their support.
- V. Demographics/Segmentation
  - a. Citizen input/advisory committee guidelines  
Nick presented a revised version of the guidelines that separated the initial proposal into a summary, for public consumption breakdown of the Community Advisory Committee (CAC) along with an "ideal composition" portion of the CAC policy that would not be publically posted.
  - b. Survey review  
The committee reviewed the updated draft of the survey, which included the modifications suggested at the previous meeting, plus a few minor changes to the

wordings of a few questions to improve consistency. Martha and Dan briefly recapped the process/results of the last major community the library did. The committee felt the survey was sufficiently polished to go to the full library board for approval, though further staff input will be solicited between now and the December board meeting.

VI. Future topics  
None.

VII. Set next meeting date  
Wednesday, December 16, 2015 at 5:30 pm

VIII. Adjournment  
Robert Laurie made a motion to adjourn, Nick Weber seconded. Motion carried, meeting adjourned at 6:21 pm.

Respectfully submitted by

Nicholas Weber  
January 18, 2016