

MRRL MARKETING/COMMUNICATIONS COMMITTEE MEETING

November 19, 2024

MINUTES OF THE MEETING

The MRRL Marketing/Communications Committee meeting was called to order at 5:03 p.m. by Jeff Briggs, Chairperson.

1. ROLL CALL OF MEMBERS

Committee members present: Chair Jeff Briggs, Lori Bruce, Jessica Davis, Samantha Mebruer, Bob Priddy and Adam Veile

Also present: Claudia Young, Library Director; Angie Bayne, Assistant Director of Public Services; Tara Espinoza, Marketing Specialist & Website Coordinator; Corey Logsdon, Graphic Designer; and Robin Coffman, Administrative Assistant

2. APPROVAL OF MINUTES

Jessica Davis made a motion, seconded by Samantha Mebruer, to approve the June 11, 2024 meeting minutes. Motion carried.

3. MARKETING UPDATE & NEW STAFF INTRODUCTIONS

Library Director Claudia Young introduced the new marketing staff – Tara Espinoza, Marketing Specialist & Website Coordinator, and Corey Logsdon, Graphic Designer. Claudia indicated that she has direct supervision over the marketing staff. Tara has begun to explain on social media posts the “why” a program or service is being hosted/offered, rather than just listing it. Tara is also working on revamping the website. Corey is jumping right in and has received some training from Allie Gladbach, the previous graphic designer.

Lori Bruce inquired about the usage of Instagram in addition to Facebook. Tara indicated that these social media tools are expanding the “reach” as numbers indicate an increase in posts being viewed. Jeff Briggs inquired as to whether staff have looked into paying to boost a post on social media to further expand the library’s reach.

Claudia reiterated that the library’s contract with a local radio station was terminated earlier in the year; however, the library will still use radio advertising to promote the annual, used book sale. The library is also sharing information regarding the cost of purchasing digital resources with two local podcasters, as well as explaining the limitations that the library faces with digital books and materials. Claudia indicated that there will be a new advertisement on a Jefferson City transit (JeffTran) bus beginning in January 2025; and she and staff are working on the new Sprinter van design.

Claudia explained that Tara has been attending programs and then posts photographs that she has taken with a camera (these are higher quality than photos taken with a smart phone). Tara is also working on a reel post regarding Giving Tuesday on December 3. Samantha Mebruer indicated that she really likes the updated photographs and seeing people engaged in and with library programs.

4. NEXT STEPS

Lori Bruce stated that she always reviews the new books listing and book reviews that the News Tribune publishes weekly in its Sunday paper. She inquired if these items can be shared elsewhere. Claudia indicated that the News Tribune provides great coverage of the library, the programs it offers as well the listing of new books and book reviews. Jeff Briggs agreed the News Tribune does a fantastic job in disseminating news throughout the community, and inquired if stories posted through News Bank can be shared elsewhere. Tara will check on this.

Claudia reported that we have about 53,000 library user email addresses in Cole and Osage Counties, with about 15,800 being active card holders. The library is targeting specific audiences through sending emails to library users based on specific demographics. Claudia also reported that we are, now, showcasing books on the library's website; and these showcases are developed by staff. Samantha Mebruer suggested, perhaps, utilizing photographs and images in strategic locations would help stimulate the idea of reading being an integral part of everyday life and activities.

Discussion ensued as to how to positively engage with individuals who do not currently use the library or to "expand the reach" to engage community members through:

- finding better ways to get greater numbers of individuals to step into the library;
- attracting more rural residents to utilize the library and its resources;
- continuing to provide convenience to library users, e.g., book drops, access to digital resources, etc.; and
- highlighting new, ongoing, and popular programs, new books, use of the 3D printer, and use of the computer center.

Jeff Briggs indicated that once the library's new strategic plan is in place, its goal(s) will help drive the direction and actions of this committee. The committee will, again, meet quarterly throughout 2025 with the first meeting on February 18, immediately prior to the regular business meeting of the Board.

5. ADJOURNMENT

There being no further business, the Committee adjourned at 5:57 p.m.

Meeting minutes approved on February 25, 2025.