

MRRL MARKETING/COMMUNICATIONS COMMITTEE MEETING

March 15, 2022

MINUTES OF THE MEETING

The MRRL Marketing/Communications Committee meeting was called to order at 5:03 p.m. by Jeff Briggs, Chairperson. Diane Clingman, Business Office/HR Coordinator was present to take the minutes.

ROLL CALL OF MEMBERS

MRRL Marketing/Communications Committee members present were: Jeff Briggs, Kaye Bertels, Kit Freudenberg. Adam Veile joined by phone.

Also present: Natalie Newville, Marketing Manager and Claudia Cook, Library Director.

Absent: Stacy Fick

APPROVAL OF MINUTES

Kaye Bertels made a motion to approve the December 21, 2021 minutes. Kit Freudenberg seconded. The motion passed.

MARKETING PLAN UPDATE

Natalie Newville reviewed the attached Big Picture document with the committee. Virtual programming has tapered off some as we return to in person programming. New Adult Programming is still doing well and reservations have been limited to just one month in advance. Numbers were showing patrons signing up several months in advance for crafting programs and programs were filling quickly. Preliminary numbers from the Orange Boy survey show we need to focus on "out of towners". Postcards will be sent out to increase marketing on Senior Technology Classes and Book Lockers. Database figures are showing less people using our databases however those using them are doing more searches. Natalie's Spring Speaking Tour with local clubs will begin soon. These tours are to get the conversation started regarding what the library has to offer and where we would like to take the library for the community.

ADJOURNMENT

Meeting adjourned at 5:45 p.m.

Minutes approved September 27, 2022.