

MRRL MARKETING/COMMUNICATIONS COMMITTEE MEETING

November 15, 2022

MINUTES OF THE MEETING

The MRRL Marketing/Communications Committee meeting was called to order at 5:00 p.m. by Jeff Briggs, Chairperson.

ROLL CALL OF MEMBERS

Committee members present: Jeff Briggs, Stacy Fick and Adam Veile

Members absent: Kit Freudenberg and Kaye Bertels

Also present: Claudia Young, Library Director; Natalie Newville, Assistant Director of Marketing and Development; and Robin Coffman, Administrative Assistant

APPROVAL OF MINUTES

Stacy Fick made a motion, seconded by Adam Veile, to approve the September 27, 2022 minutes. Motion passed.

MARKETING PLAN UPDATE

Natalie Newville reported that she and Library Director Claudia Young had a meeting with officials from the Central Bank and that the meeting went very well with follow-up questions/answers still occurring. Natalie announced that the Missouri Soybean Association declined the grant application we submitted; however, she is seeking funding opportunities through other associations and organizations. Natalie also reported that one of the chairs of the Capital Campaign Committee is scheduling a meeting with representatives of Diamond Pet Food.

Natalie shared that the library is continuing its outreach activities with programs offered in Wardsville once a month as well as the Bookmobile making a monthly stop at the middle school.

Staff continue to meet and work with OrangeBoy, Inc., on outreach to Cole County voters and library card holders. One focus area will be on reaching critical voting groups; another is developing a community impact dashboard which can be shared on the library's website. She continued to walk committee members through the short-term and near-term strategies which should, hopefully, lead to a successful campaign. The broad overarching areas, under which strategies are identified, include infrastructure, brand development, campaign and programmatic.

The Marketing/Communications Committee will determine next steps as the campaign timeline progresses with focus groups' results and the development of messaging to various voter groups.

The next meeting is scheduled for February 21, 2023 at 5:00 p.m., immediately preceding the February MRRL Board meeting.

ADJOURNMENT

The meeting adjourned at 5:50 p.m.

Meeting minutes approved February 21, 2023.