

MRRL MARKETING/COMMUNICATIONS COMMITTEE MEETING

November 21, 2023

MINUTES OF THE MEETING

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

1. ROLL CALL OF MEMBERS

Committee members present: Jeff Briggs and Stacy Fick

Members absent: Kaye Bertels and Adam Veile

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

2. APPROVAL OF MINUTES

As no quorum was present, the meeting minutes from April 18, 2023, will need to be approved at the next Marketing /Communications Committee meeting.

3. MARKETING PLAN UPDATE

Natalie Newville indicated that she believes the MRRL Board of Trustees will be developing a new strategic long-range plan, now that the ballot initiative failed, which will provide guidance for the marketing staff.

It was discussed that with a new or updated strategic plan, new goals for MRRL will be identified for the next 3-5 years, with focus on specific marketing objectives that can be met during one year increments. When developing the plan, the Board and staff must determine what is needed and what is wanted, and community members must be engaged in the process. Library staff are to continue to build relationships within the community while maintaining the caliber of programs and services the community has come to expect.

As this is Natalie's last Marketing Committee meeting, she explained that her replacement will not be an assistant director, but the Marketing Manager. However, until her replacement is hired, Natalie has scheduled radio ads through next January and social media posts will be handled by Lesley Bickel who is under contract with the library for this purpose.

4. ADJOURNMENT

The meeting adjourned at 5:40 p.m.

Meeting minutes approved June 11, 2024.