

MRRL MARKETING/COMMUNICATIONS COMMITTEE MEETING

April 18, 2023

MINUTES OF THE MEETING

The MRRL Marketing/Communications Committee meeting was called to order at 6:05 p.m. by Jeff Briggs, Chairperson.

ROLL CALL OF MEMBERS

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

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

It should be noted that Kit Freudenberg has resigned her position from the Marketing/Communications Committee.

APPROVAL OF MINUTES

Stacy Fick made a motion, seconded by Kaye Bertels, to approve the February 21, 2023 minutes. Motion carried.

MARKETING PLAN UPDATE

Natalie reported that the focus on messaging regarding the ballot initiative will target power voters (those individuals who vote in every election and also hold/use their library cards). Messaging, including success stories, will target characteristics of each critical voting group. Messaging will also include informational fliers and providing facts and details on the MRRL website. (An example of an informational flier was shared with the committee.) More traditional communication such as yard signs, banners, direct mailings, and radio and television advertisements will be utilized to disseminate the library's need, as well as a concerted focus using social media and the library's website.

The rollout of the ballot initiative to the public will be made the week of April 24th during National Library Week. There are 16 weeks remaining until the August election; Natalie and Claudia Young, Library Director, are scheduled to present to approximately 20-25 local organizations and businesses to highlight the needed facility renovations.

Natalie also shared the final schematic design and described the interior renovations and features of the new/updated space.

ADJOURNMENT

The meeting adjourned at 6:48 p.m.

Meeting minutes approved June 11, 2024.