

WESTERVILLE PUBLIC LIBRARY  
LIBRARY SERVICES & MARKETING COMMITTEE  
MEETING MINUTES  
APRIL 4, 2017

RESPONSIBILITIES:

THE RESPONSIBILITIES OF THE MARKETING COMMITTEE SHALL INCLUDE BUT NOT BE LIMITED TO COORDINATING AND REVIEWING LIBRARY SERVICES, OVERSEEING THE LONG RANGE PLAN, DEVELOPING MARKETING STRATEGIES AND COORDINATING THOSE STRATEGIES WITH THE LIBRARY FOUNDATION, THE FRIENDS OF THE LIBRARY AND ANY OTHER ORGANIZATION WHOSE MAIN INTEREST IS PROMOTING THE LIBRARY.

TIME: 5:30PM TO 6:30PM

ATTENDEES: HEATHER CREED, MIKE FULTZ, JACK SHINNOCK, DON BARLOW, TAMARA MURRAY

LOCATION: LIBRARY BOARD ROOM

AGENDA:

1. CALL TO ORDER

MEETING CALLED TO ORDER AT 5:40PM

2. APPROVAL OF THE AGENDA

AGENDA APPROVED

3. DISCUSSION AND APPROVAL OF MINUTES FROM PREVIOUS MEETING - NONE

4. OLD BUSINESS - NONE

5. NEW BUSINESS

A. MARKETING PLAN FOR 2017

TAMARA INTRODUCED HERSELF AND PROVIDED A BRIEF BACKGROUND. SHE THEN PROVIDED COPY OF MARKETING PLAN AND DISCUSSED IMPLEMENTATION. CURRENTLY, CONTINUING WITH WHAT LINDA WILKINS WAS DOING UNTIL GET MORE EXPERIENCE. SHE WILL REVIEW THE EFFICACY OF PRINT NEWSLETTER. SHE MENTIONED THAT THERE ARE 65,000 SUBSCRIBERS TO LIBRARY EMAIL NEWSLETTERS.

B. BUDGET FOR:

1. LIBRARY SERVICES - NONE
2. MARKETING

TOTAL IS ABOUT \$55,672. SOME DISCUSSION AROUND IF THIS IS ENOUGH TO MARKET THE LIBRARY. THERE IS SOME BLURRING OF ROLES WITH ERIN HUFFMAN IN THAT ERIN BUDGETS FOR EVENTS AND COVERS PRODUCTION BUT NOT ADVERTISING.

C. GENERAL DISCUSSION

MIKE SAID THE BOARD OWES TAMARA A STRATEGIC PLAN FOR WHICH SHE COULD THEN BUILD A MARKETING PLAN.

WE NEED TO REVIEW WHAT ARE “LIBRARY SERVICES”, BUT FOR NOW THE COMMITTEE WOULD ACT AS A SOUNDING BOARD FOR NEW SERVICES TO CUSTOMERS.

6. OTHER DISCUSSION ITEMS

DON AGREED TO GET MORE INFORMATION ABOUT ADDING AN INTERN TO SUPPORT THE MARKETING EFFORTS. OTTERBEIN WAS MENTIONED AS A POSSIBLE SOURCE.

A READING OF THE RESPONSIBILITIES OF THE COMMITTEE FROM THE WEB PAGE RAISED SOME QUESTIONS, AS IT DOES NOT REFLECT CURRENT PRACTICE. AGREED THAT THIS SHOULD BE REVIEWED AND UPDATED.

7. NEXT MEETING DATE: JUNE 27, 5:30PM

8. ADJOURN

ADJOURNED AT 7:30PM.

ATTACHMENT: MARKETING PLAN 2017