

Woodstock Public Library Board of Trustees
PR/Marketing Committee Meeting
Wednesday, September 23, 2015
Woodstock Public Library Boardroom
5:30 pm

Agenda

- I. Call to order and roll call
- II. Approval of Minutes from August 26, 2015 meeting
- III. Public Comment on non-agenda items
- IV. 125th Anniversary planning
 - a. Logo development update
 - b. Tagline
 - c. Banners, clings, yard signs, and other external promotions
- V. Demographics/Segmentation
 - a. Citizen input/advisory committee
 - b. Survey review
- VI. Marketing Campaign
- VII. Future topics
- VIII. Set next meeting date
- IX. Adjournment