

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

- I. Call to order and roll call  
Dan Lemanski called the meeting to order at 5:32. Present: Dan Lemanski, Betty Hopp, Robert Laurie, Martha Hansen, and Nick Weber. Stacy Iwanicki arrived at 5:40. Absent, Leslie Schubert.
- II. Approval of minutes  
Robert made a motion to approve the minutes of the August 26, 2015 meeting as amended. Martha seconded, motion carried.
- III. Public Comment on non-agenda items  
None.
- IV. 125<sup>th</sup> Anniversary Planning
  - a. Logo development update  
The committee reviewed the latest Logo drafts. They agreed that the owls were not working. After further discussion, the possible “large bubble” icons were narrowed down to the gears, heads and lightbulb. Nick will have Paul mock up the logo with those possibilities then get staff feedback. We will need to approve the logo at the November board meeting to have the logo ready by January, 2016. Nick will also discuss the possibility of a special 125<sup>th</sup> Anniversary logo for next year.
  - b. Tagline  
Nick suggested “125 Years of...” as a possible tagline, noting that it is simple, but flexible. You can do “125 years of reading,” “125 years serving the community,” etc. The committee liked the tagline.
  - c. Banners, clings, yard signs, and other external promotions  
The committee discussed a variety of options, but kept returning to the question—how much can we spend on promoting the anniversary celebration? It was agreed that a rough budget was needed, both to cover publicity and actual supplies. Nick will draft a rough budget and present it to the full library board. A possible source for funding the costs is to take money from the McClain endowment. Another possible activity/event for the year would be to have the community members make the library a birthday card during Feb/March for our March 23 anniversary date.
- V. Demographics/Segmentation
  - a. Citizen input/advisory committee

The main points of discussion were the demographic make-up of the advisory committee and what would their role be. Ideally, the committee should reflect our community—1/4 Spanish speaking, 1/2 male, 1/2 female, a business representative, a school district representative, city and rural district residents, a range of ages from young adult through retirement age, etc. Their role would be to look at various aspects of the library and provide feedback we might not otherwise receive—building, programming, collection development, ways to participate more in the community would all be likely topics.

b. Survey

The committee reviewed the current draft of the survey and made several additions/corrections, which Nick will incorporate into the next draft. This version utilized the city's Survey Monkey subscription, so it is also demonstrated how the final version of the survey will be available online and as well as in paper format.

VI. Marketing Campaign

The committee agreed that this topic cannot move forward until after the logo is determined. The topic was tabled for the time being.

VII. Future topics

None at this time.

VIII. Set next meeting date

Wednesday, October 28 at 5:30 pm.

IX. Adjournment

Betty made a motion to adjourn at 6:56.

Respectfully submitted by Nick Weber  
October 26, 2015