



## Meeting Minutes

**Date:** February 13, 2007

**To:** Rosemary Linder Day, Madelyn English, Sherri Kendrick, Chris O'Brien, Joanne Roukens, Mary Sanders

**CC:** Mary Martin, Ellen Osborne, Karen Boyer

**From:** Mary Sanders

**Re:** Marketing & PR Taskforce Meeting, 1/23/07

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The Taskforce met on Tuesday, January 23, 2007 at the HRLC Office.

Attendance: Madelyn English, Sherri Kendrick, Joanne Roukens, Mary Sanders, Mary Martin, Ellen Osborne, and Carol Stafford and Cynthia Stichman, both from the Continuing Ed. Committee

On November 8, 2006, Nancy Davis led a very informative and enthusiastic workshop, "Aged to Perfection", on how to successfully market library services to the 50+ customer. The workshop took place at the Parsippany-Troy Hills Library with a total of 33 attendees.

Joanne reported that the Planning Day event last month went very well, with 45 people attending. Some subjects of discussion included the CD&L delivery services, and organizing the HRLC Listserv in terms of subject matter or intellectual content (i.e. "Giveaway Book" messages appearing on a separate distribution list from an open forum listserv which discusses library issues and trends).

Those who were present enjoyed a nice lunch provided by HRLC and spent most of the meeting time judging the entries which HRLC received for the prize-winning PR contest. A total of 17 libraries submitted entries. The winners of all three categories (Technology, Mixed Media and Traditional Print Media) will be announced at our next meeting.

### Upcoming Announcements/Mailings:

E-mail the official format of the March 27th workshop will to the Tech & CE Committee and M & PR taskforce. (Ellen)

Notify the PR contest winners individually so they can prepare a 10-minute presentation at the March workshop. (Ellen)

Announce the winners at our next meeting\*. (Ellen or Joanne)

Send out short Listserv reminder of the workshop in early March. (Mary)

**\* NEXT MEETING: Thursday, February 22nd, 10am – Noon at HRLC Office**