



Meeting Minutes

Date: February 27, 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, 2/22/07

The Taskforce met on Thursday, February 22, 2007 at the HRLC Office.

Attendance: Madelyn English, Joanne Roukens, Mary Sanders, Chris O'Brien, Rosemary Linder Day, and Ellen Osborne

The first-place winners of all three categories (Technology, Mixed Media and Traditional Print Media) were announced:

- 1) Technology – Hillsdale Public Library website (teen section-, includes Flickr, blog and MySpace)
- 2) Mixed Media – Hunterdon County Library (gingerbread model of library)
- 3) Print Media – a tie: Hillsdale Public Library & Morris Knolls H.S. Library (Hillsdale – had printed library T-shirt and colorful poster, and had runner marathon, a successful fundraiser for BCCLs ; Morris Knolls – bookmark contest, a creative “get to know your library” quiz, staff “book picks” list and several informative and reader friendly brochures and displays)

The format of the Prize-Winning PR workshop on Tuesday, March 27th is as follows:

- 9:30am – Sign-in; people can browse the PR displays/exhibits
- 10:15am (allowing extra time for late comers) Introduction (1-2 min.) – Ellen
- 10:20am – Announce prize winners; give out the awards (10 min.) – Joanne
- 10:30am – Prize winners speak (10 min. x 4 speakers = 40 min.):
Winners will be asked to speak on how their marketing effort was developed, how it was accomplished, its impact, and any upcoming/follow-up projects.

Program Winners' order of speaking:

Print Media: Morris Knolls will speak first and Hillsdale second

Mixed Media: Hunterdon County Library winner speaks

Technological Media: Hillsdale Public Library winner speaks

(cont'd.)



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- 📅 11:10am – 11:40am – Q & A period (30 min.)
- 📅 11:40am – 11:55am – Break – food, mingle, share PR ideas (15 min.)
- 📅 12 Noon – 12:45pm – Marketing Presentation (Mary Martin)
- 📅 Wrap-up time: Distribute evaluation sheets to attendees & copies of M&PR section of HRLC website. Then, people can network, etc.

HRLC will provide the laptop for the winners in the Technology category to display their web pages. If photos are included, they can send them as e-mail attachments to be projected later on while they present them.

Ideas were discussed for the theme name of this year's HRLC meeting. Our group suggested "Linking Libraries, Today & Tomorrow".

It is very likely that our Taskforce will become a Committee, so we discussed possible committee goals, including focusing more on the "PR" aspect of marketing (i.e. adult programs), as we sponsored several marketing workshops so far as a taskforce.

PLEASE NOTE: No meeting will take place prior to the workshop.

To Do:

Mary: Send out a brief Listserv reminder of the workshop, and coordinate with Ellen so an announcement can also be included in the March mailing (to go out no later than March 12th).

Ellen:

- 1) E-mail official workshop format to the Tech & CE Committees.
- 2) Notify the winners so they can prepare a 10-minute presentation at the workshop.
- 3) Ellen will be calling/emailing all the entrants to see if a representative from each participating library will be able to attend.