



# Meeting Minutes

Date: 5/9/2006

To: Rosemary Linder Day, Madelyn English, Christine Kabshura, Sherri Kendrick, Chris O'Brien, Joanne Roukens

CC: Karen Boyer

From: Mary Sanders

Re: HRLC Marketing & PR Taskforce Meeting

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The Taskforce met on Thursday, May 4, 2006.

In attendance: Joanne Roukens, Mary Sanders, Madelyn English, and Rosemary Linder Day.

The taskforce sponsored a second workshop in April at Morris County Library called *Teens: Gotta Luv 'em!*, led by Nancy Davis. This was well-attended by both HRLC and INFOLINK members, and the overall feedback was very positive. Information from this workshop is available on the HRLC webpage under "Marketing & Public Relations Taskforce".

The taskforce is aiming to sponsor two more workshops before the end of this year – a presentation on press releases led by Nancy Dowd of the State Library (in September), and a workshop on marketing to the senior population led by Nancy Davis (in early November). Joanne will speak with Nancy Dowd and Nancy Davis concerning available dates and locations.

An additional goal of the taskforce is to sponsor "Winning Ways 2007" next spring. This would be a continuation of the very successful workshop, "Winning Ideas Ways to Market Your Library" sponsored by the CE Committee last spring. We would hold another marketing and PR contest. Everyone agreed that a whole year will be needed for planning, which will include setting up a deadline, awards/prizes and enlisting judges and contestants. Mary will seek input from Mary Martin, Ellen Osborne and Heather Craven.

Our group revised the brochure template, changing the word "database" to "digital resource". The link to this template will be posted onto the M&PR webpage in PDF format, as to allow anyone visiting our page to download a copy of the template if desired.

The HRLC Annual meeting will be held on May 18, 2006 at the new Parsippany Troy Hills Public Library. It is the goal of our taskforce to continue to provide the tools, workshops and training for libraries across the region seeking to establish effective marketing and public relations campaigns. To this end, we will be showcasing our new digital resource template which will be linked from our webpage. We will also invite the group to provide ideas for additional templates that we could design and make available.

We discussed the locations of our future meetings, and our group agreed that it would be a good idea to hold our taskforce meetings at different libraries rather than only at the HRLC office. This would provide our members with the opportunity to see what is happening at each other's libraries and it would help ease the driving burden for many of us to the meetings.

To help increase our membership, it was agreed that we announce our taskforce meetings one month in advance on the HRLC Listserv.

**NEXT MEETING: Tuesday, July 11<sup>th</sup>, 2006 --- 10 am to Noon at Parsippany –Troy Hills Public Library.**