



Highlands Regional Library Cooperative

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Meeting Minutes

Date: July 17, 2006

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

CC: Karen Boyer

From: Mary Sanders

Re: Marketing & PR Taskforce Meeting, 7/11/06

The Taskforce met on Tuesday, July 11, 2006 at the Parsippany Library.

Attendance: Joanne Roukens, Mary Sanders, Rosemary Linder Day

The HRLC membership meeting at the Parsippany Library was well attended and there were many enthusiastic comments on the library building including that it is an excellent location for the annual meetings.

Nancy Dowd has yet to notify Joanne regarding a date for her workshop on creating press releases. Nancy Davis will be doing a workshop on how to market libraries to the senior population, entitled "Aged to Perfection." It is scheduled for Wednesday, November 8, 2006, 10:00am to Noon at the Parsippany Library. An announcement will go out in the HRLC September mailing as well as the HRLC and INFOLINK listservs.

The next meeting of the taskforce will be at the HRLC Office and it will be entirely devoted to planning for the "Winning Ways 2007" workshop which is targeted for March. Because of the vast amount of planning needed for this workshop, this meeting will be held from 10:00am to 1:00pm, and it is critical that all our taskforce members attend and help with the planning. There will also be a catered lunch. Ellen Osborne, Mary Martin, Nancy Madacsi and Heather Craven will be invited to the meeting as well for their input, as this workshop is a continuation of the one they had sponsored in March 2005 at Morris County Library. The meeting date will be determined when we find one that works for everybody.

Rosemary agreed to represent our taskforce at the Planning Committee meeting where goals for each of the HRLC committees and taskforces will be established for the new 3-year strategic plan.