

MRRL MARKETING/COMMUNICATIONS COMMITTEE MEETING

September 27, 2022

MINUTES OF THE MEETING

The MRRL Marketing/Communications Committee meeting was called to order at 6:00 p.m. by Jeff Briggs, Chairperson.

ROLL CALL OF MEMBERS

Committee members present: Jeff Briggs, Kaye Bertels and Adam Veile

Members absent: Stacy Fick and Kit Freudenberg

Also present: Natalie Newville, Assistant Director of Marketing and Development; and Robin Coffman, Administrative Assistant

APPROVAL OF MINUTES

Kaye Bertels made a motion, seconded by Adam Veile, to approve the March 15, 2022 minutes. Motion passed.

MARKETING PLAN UPDATE

Natalie Newville reviewed the campaign strategy matrix developed by OrangeBoy, Inc., with the committee. There are four (4) key focus areas – infrastructure, brand development, campaign, and programmatic. Aligned to each focus area are short term (next 3 months), near term (4 to 7 months) and long term (7 to 12 months) strategies. These strategies will not only build library membership (active cardholders) and improve the library’s visibility and impact on the community through current and planned programming and outreach activities, but may also lay the foundation for a successful campaign. OrangeBoy’s focus is on Jefferson City/Cole County registered voters and those voters who also hold an active library card. OrangeBoy will be conducting focus groups in the near future. The input received through these focus groups, along with survey and programming data will assist with critical messaging and other components leading to a successful campaign initiative. Library staff are focused on recruiting new cardholders through postcard mailings and email correspondence. The Foundation is also currently working on its “annual appeal.”

Natalie explained the difference between an informational campaign and a “vote yes or no” campaign and the funding sources which may be utilized to support the various types of campaign. Jeff Briggs made a motion, seconded by Adam Veile, to fully support the MRRL Board in its implementation of the strategic pathway described in the campaign strategy matrix. Motion passed.

The next meeting is scheduled for November 15, 2022 at 5:00 p.m., immediately preceding the November MRRL Board meeting.

ADJOURNMENT

The meeting adjourned at 6:35 p.m.

The meeting minutes were approved November 15, 2022.