

MRRL MARKETING/COMMUNICATIONS COMMITTEE MEETING

February 21, 2023

MINUTES OF THE MEETING

The MRRL Marketing/Communications Committee meeting was called to order at 5:00 p.m. by Jeff Briggs, Chairperson.

ROLL CALL OF MEMBERS

Committee members present: Jeff Briggs, Stacy Fick and Adam Veile

Members absent: Kit Freudenberg and Kaye Bertels

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

APPROVAL OF MINUTES

Adam Veile made a motion, seconded by Stacy Fick, to approve the November 15, 2022 minutes. Motion passed.

MARKETING PLAN UPDATE

Natalie Newville led the discussion using the Campaign Strategy Matrix developed by OrangeBoy, Inc., for MRRL focusing on strategies identified in the “near term” (4 to 7 months) for a successful levy campaign. She reminded members of the broad overarching areas, under which strategies are identified; these include infrastructure, brand development, campaign and programmatic. Under “infrastructure,” Natalie explained that the Capital Campaign Committee is still working on the lead gift from Central Bank, and the monetary request is currently progressing through Central Bank’s process for gifting funds. In regard to market penetration, Natalie reported that MRRL is making some headway with programming for Wardsville and Taos, which is scheduled at least once a month. Under “brand development,” it was discussed that MRRL is building a good foundation with the identification of power voters (those individuals who vote in every election and also hold/use their library cards). Messaging, including success stories, will target characteristics of each critical voting group. Messaging will also include informational fliers and providing facts and details on the MRRL website. An example of an informational flier was shared with the committee.

Under “campaign,” it was reported that staff are working on impact statements for messaging, and are scheduling speaking opportunities with local groups and organizations. Under “programmatic,” the focus continues to be on the identified critical voting groups. The rollout of the ballot initiative to the public will be made the week of April 23-29, 2023, National Library Week, once the MRRL Board has approved.

The next meeting is scheduled for April 18, 2023.

ADJOURNMENT

The meeting adjourned at 5:48 p.m.

The meeting minutes approved April 18, 2023.