

## **Public Relations Committee Meeting Minutes from 2/15/2023**

Jessica Hill began the meeting at 12:04pm. Committee Members Red Redinger, Stacy Lane, Amy Trueblood, and John McGowan were in attendance, as well as Library Director, Katie Earnhart, and Marketing Coordinator, Whitney Burton, were also in attendance.

The meeting started with a presentation of a video that was developed by Rust Media. The video will be used to promote the library and its services. It will be a multi-part video that will be used on numerous platforms and outlets.

Katie provided an update on the Secretary of State's proposed rule.

The committee also discussed the new website and briefly talked about the possible reciprocal borrowing agreement with Riverside Regional Library.

Katie and Whitney talked about what a long term marketing plan should look like and are seeking input from board members as we start to develop something. The first question that needs answered is when we want the vote to happen. This question will need to be decided by the full board at the recommendation of the Budget Committee.

Finally, the committee discussed the comments from the facilities survey that the building and grounds committee distributed earlier this year. The committee recommended to Whitney that a Did You Know newsletter be sent out to answer some of the inaccurate comments and misinformation that patrons have about our library.

The meeting adjourned at 1:38pm.