

Public Relations Committee Meeting Minutes from 9/19/2022

Jessica Hill began the meeting at 1:00pm. 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 committee meeting was called to recap the 100-year celebration, discuss the new website, and long-term PR planning.

The committee complimented the staff, 100-year committee, and Friends group for the tremendous work for the 100-year celebration. There are still themed events planned through the remainder of the year. There are also some commemorative library cards available as well.

We want to capitalize on the good will in the community following the 100-year festivities. Ideas are welcomed.

Katie and Whitney provided updates about the new website. We are still planning to have it ready to unveil at the end of December.

Katie shared that we have received three requests for reconsideration forms and library staff held a banned books program that was disrupted by a handful of attendees that questioned material in the youth department. The committee discussed how and if the library should put out any communication about the challenges. The group decided to reach out to library supporters. A google form will be created for submissions.

Finally, the committee discussed a long-range PR plan for the eventuality of us needing to pass a tax initiative. It will need to be a multi-year plan, but the full board will ultimately need to decide which direction they want to go in terms of that vote, i.e. continue current tax, reduce property tax and establish a sales tax, etc.

The committee will meet again in January with a specific date to be determined later.

The meeting adjourned at 1:45pm.