

Public Relations Committee Meeting Minutes from July 17th, 2024

Jessica Hill began the meeting at 8:02am. Board members Red Redinger and Kathy Wolz, Library Director, Katie Earnhart, Library Marketing Coordinator, Whitney Burton, and community members Stacy Lane and Amy Trueblood were in attendance.

Whitney and Katie briefed the committee on public relation activities since the last committee meeting. This included the institution of the media interview practice session for key staff. These identified staff members are the most likely to receive requests for media interviews about library services and programs. Several of those staff have expressed apprehension about doing interviews so we began holding mock interviews to give them practice at the process. We now hold standing mock interview sessions quarterly to provide them with continual practice in giving media interviews.

Whitney also reported that some leftover funding was spent to purchase a branded pop-up tent and tablecloth for outreach events as well as additional branded giveaways. Whitney brought examples of those items to the meeting. These items will be used for outreach events and in-house prizes for patrons.

Finally, the committee discussed the next steps for this committee and the special ad hoc committee that Stacy Lane is chairing relating to an upcoming ballot initiative. This ad hoc committee will convene in the fall to obtain feedback from key community members, library patrons, and other stakeholders about the board's strategic initiatives and the tax money needed to meet those goals.

No action was taken at this meeting.

The meeting adjourned at 9:17am.