

**BEALS MEMORIAL LIBRARY
Winchendon, Massachusetts
Library Marketing Subcommittee**

**Meeting Minutes - Wednesday, June 9, 2021
Auditorium, 2nd Floor, Library
5:00 p.m.**

Call to Order: 5:05pm

Adoption/Amendment of Agenda

Approve Minutes May 26, 2021

- *Motion to approve - Ron*
- *Second - Rob*
- *Motion passes*

Business

1. Appoint subcommittee chair or co-chairs
 - a. *Rob and Alexis Co-Chairs*
 - b. *Nomination by Caela, second by Ron*
 - c. *Nominations are approved*
2. Review discussion and minutes from May; confirm priority goals/outcomes and actions for FY 21 and FY22
 - a. *LSTA Grant (2023?) - potential for next year, Strengthening Families in the Community. Focused on parenting, resources, etc. It all goes back to the family unit.*
 - i. *Would be a collaboration between many organizations in town*
 - ii. *Winchendon has one of the largest populations of foster families in the North Central Mass Area - Alexis may have connections*
 - b. *Supporting Library in Marketing Endeavors*
 - i. *Marketing Committee would help chiefly with Adult Activities*
 - ii. *Goal: Coming up with recurring programs*
 - iii. *Partner more significantly with the Friends of the Beals Memorial Library - perhaps work with them in the upcoming open houses/fall events*

- iv. *September 30th is Beals Memorial Library Birthday - Birthday Party on the 2nd? "Make a Wish for Beals"*
- v. *Concerning the survey example that Jane sent - condense it and use it for the Beals Birthday (put it online and give an in-person option)*
- vi. *Marketing video clips...of Friends talking about open houses and events (Facebook, Instagram, and YouTube)*
- vii. *Recurring Videos: 5 minute info sessions (Rob with finance, Caela with resumes, etc.)*
- c. *Focus on planning for the Fall (end of September/early October) - let the Summer Reading Activities take us through the summer*
- d. *Trustees Booth - make sure to discuss a booth for Fall Fest in October with the whole group of Trustees*
- e. *Help in the promotion of the summer reading, as well as the summer programs (especially those that are adult-centric)*
- f. *Appointment of Secretary*
 - i. *Rob nominates Caela*
 - ii. *Ron seconds it*
 - iii. *Approved*
- 3. *Review/edit guidelines on how we will work as a committee*
 - a. *Will take a look at this as a priority in the next meeting*
- 4. *Actions/next steps from this meeting*
 - a. *Look at blending of programming and marketing*
 - b. *Promote Summer Reading and Summer Programs*
 - c. *Compile simplified information for a survey to be utilized for fall planning and events*
 - d. *Discuss Trustees Booth for Fall Fest*
 - e. *Start polls and history of the library posts on social media*
 - f. *Brainstorm for Beals Birthday and open house after the discussion with the Friends*
- 5. *Next Meeting: 5pm, July 14th*

Adjournment:

Motion: Rob

Second: Jane

5:59pm

Minutes approved July 28th, 2021

The library is accessible. If you should need further accommodations to attend the Library Marketing Subcommittee meeting, kindly contact Manuel King at least 72 hours in advance so we may make alternative arrangements. Mr. King can be reached at 978-297-0300

Pursuant to the provisions of Chapter 30A, Section 20 of the General Laws, as amended, notice is hereby given that a meeting has been scheduled