

Minutes, Library subcommittee to develop a long range marketing plan, 7/29/2016

Meeting called to order: 9:05

Attending: Brenda McKinley, Andy McCollugh, Constance Woods, Bob Geckle, Amy Dent

Absent: Christene Freedman

We discussed what the rationale was for marketing the library, whether we needed to create an RFQ, could we afford to hire a consultant.

We decided to review some marketing plans that other libraries had created/implemented and develop questions we'd want to ask marketing agencies should we decide to hire one.

Meeting adjourned 9:45

Next meeting: August 18, 2016, 5:00PM

Respectfully submitted,

Amelia (Amy) Dent