

MID-HUDSON LIBRARY SYSTEM | Marketing Advisory Committee Meeting

Date: December 7, 2016

Location: MHLS Auditorium

Committee members attending:

Jeannie Bogino (Columbia)

Sarah Potwin (Dutchess)

Laurie Buckley (Dutchess)

Barbara Flach (Greene) [excused]

Gillian Thorpe (Putnam)

John Georghiou (Ulster)

Jody Ford (Ulster)

Rebekkah Smith Aldrich (MHLS)

Staff Attending: Kerstin Cruger, MHLS

Discussion & Action Items:

1. **Minutes** from 9.1.16 meeting reviewed and unanimously approved. (1st: G. Thorpe; 2nd: J. Georghiou)
2. **Review of Element 6: Advocacy & Awareness** of the MHLS Plan of Service 2017-2021
3. Review of proposed **Action Plan approach for Phase II Action Plan development in the first quarter of 2017:**
 - MHLS Staff presented ideas that align with Element 6 of the new MHLS Plan of Service and the Committee's work over the past two years to create ideas for the action plan that respond to the committee identified priority areas of:
 - Brand Development for libraries
 - Message Delivery
 - Leadership/Organizational Capacity in libraries
 - Goals: to support member libraries with community engagement activities and achievement of sustainable funding
 - Tactics proposed include
 - Task Force Groups
 - Communities of Practice/Cohorts
 - Public Awareness Campaigns
4. Review of the **Action Plan Approval Process** and involvement of the county Director groups

Next Meeting: To be determined