The mission of the MHLS Marketing Advisory Committee is to help guide the development of strategies and tools to strengthen member libraries’ ability to cultivate support amongst users and nonusers.
2. **Building Your Base Online Workshop**: Committee Members who attended reported on the on the Building Your Base Online workshop with Nancy Dowd & Rebekkah Smith Aldrich. Feedback was positive.

3. **MHLS Hosted Websites**: Rebekkah Smith Aldrich shared the new layout design for the library websites that are hosted by MHLS created by Merribeth Advocate and Robert Drake.

4. **Computer Lab**: MHLS will be purchasing laptops (estimated 8-10 laptops) to be used for hands-on training workshops in 2011. The computer-training lab will be set up in the MHLS building.

5. **Impact of Mobile Technology** – the group discussed the increasing use of mobile phones and tablets like the iPad, for searching the web. The group brainstormed possible ways in which libraries can market themselves in this area. Laurie noted that there is the possibility of sending library notices via text message.

6. **Story Time Focus Group Raw Results** - The group reviewed the data from the story time focus groups. Overall the data showed that people are using the library to meet people, get acquainted with their community and find inexpensive programs for their families. Unfortunately, most people were unaware how libraries are funded and/or about recent or upcoming library votes. Discussion ensued about how libraries can do a better job communicating our funding issues, needs and goals. MHLS Staff will summarize findings and make recommendations for moving forward to target this audience.

7. **Read Local**: E. Freudenberger reported that a survey has been sent to all directors to gather information about activities surround

8. **Library Lovers WOMM Focus/Planning Efforts for Advocacy Day, March 1, 2011**. Committee discussed strategies to help member libraries focus attention on the needs of NY libraries and to stop cuts to the system. Committee reviewed what has been done in past years and helped R. Smith Aldrich plan for 2011. The Committee recommends that libraries identify individual library patrons that will be willing to become “Advocates for Libraries”; that MHLS create an advocacy campaign calendar for 2011 that maps out a strategic plan for all advocacy efforts; and encourage all that attend Advocacy Day to wear “Don’t Cut the Heart...” tee shirts.

9. **Live-brary**: Discussed the potential for the creation of an online presence similar to Sufflok County’s “Live-brary,” that showcases the items and products in our collective collection beyond books: [http://www.live-brary.com/](http://www.live-brary.com/).

10. **“Back-to-Basics” Marketing Needs**: The group discussed how libraries can help each other in various areas of marketing/pr/programming. The group discussed the possibility of creating a Marketing Needs survey to assist with the establishment of an enhanced marketing and PR portal/toolbox that could include simple document samples like “How to do a press release” and “Do It Yourself Design and Printing” and a companion workshop. *This topic will be put on the next meeting’s agenda.*

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**DA New Business:**

None

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*Minutes submitted by Gillian Thorpe*