

**MID-HUDSON LIBRARY SYSTEM**  
**Marketing Advisory Committee Meeting**

**Date:** Tuesday, June 12, 2012

**Location:** MHLS Auditorum

**Committee members attending:**

- |  |   |
|--|---|
| <input type="checkbox"/> Jeannie Bogino (Columbia) | X Gillian Thorpe (Putnam)                   |
| X Scott Jarzombek (Dutchess)                       | <input type="checkbox"/> Jody Ford (Ulster) |
| X Lorraine Rothman (Dutchess)                      | X Kara Lustiber (Ulster)                    |
| X Barbara Flach (Greene)                           | X Rebekkah Smith Aldrich (MHLS)             |

**Staff Attending:** Merribeth Advocate, Kerstin Cruger, Mike Nyerges, Eric McCarthy; Liz Anastasi (Intern)

**Minutes:** Motion to accept the minutes made by Lorraine, seconded by Gillian and the motion passed.

**Action Items:**

1. Rebekkah asked for input as to whether or not the WOMM timeline is working or should we revert to the old process of every other month.
2. Gillian asked Rebekkah to add in a clarification between the tax levy and the tax rate on the Tax Cap Information for MHLS Member Libraries.
3. Rebekkah will begin planning a workshop for directors on working with their Friends Group.
4. Rebekkah will come up with a new name for the Building Your Base from the Inside Out program for directors to help market it.
5. Rebekkah and Gillian will begin to put together a sample marketing materials database.

**Discussion Items:**

1. Downloadable audiobooks and how to increase awareness of this service. Word-of-Mouth Marketing Program: Is the new format (quarterly, dispersed topics) working or should we return to the every other month / one topic/product at a time format? Group decided that we should stay with our theme of *Libraries on the Go!* for the 2012 third quarter topic. The marketing will focus heavily on downloadable audiobooks, but include other services that may be interesting to our patrons "on the go." Marketing materials should be customizable so libraries can decide which services to promote in their community.
2. Tax Cap information sheet was discussed. Kara asked for specific tax information categorized by specific library types.
3. LSTA Projects were discussed.
  - a. Building Your Base online update: Liz Anastasi will be doing work on the Building Your Base Online project including the creation of a library of useable quotes, facts, etc. to be used on social media accounts.
  - b. In addition, we discussed Building Your Base from the Inside Out, professional development program, for Directors only, and how to develop this program to assist Directors with becoming stronger leaders, cultivate their group and library's message.
4. Discussed PR essentials, newsletters and annual reports to the community. Rebekkah and the group reviewed several topics to be discussed at these workshops.
5. School-Library partnerships were discussed. The group talked about the importance of cultivating a partnership with the local schools and keeping the relationship healthy as the stakeholders change.
6. Eric McCarthy discussed the new URL for the catalog. The group agreed that midhudsonlibraries.org and mhlsat.org will be purchased as catalog URL. MHLS will send out information regarding down time for October 8th
7. Mobile App Boopsie- tabled
8. Re-districting and advocacy changes warrant the committee to focus on raising awareness about their new legislator including advocacy guides.
9. Freegal - tabled

**Next Meeting Date:** November 15, 2012