Date: January 21, 2015

Location: Mid-Hudson Auditorium

Committee members attending:

- Jeannie Bogino (Columbia)
- Sarah Potwin (Dutchess)
- Lorraine Rothman (Dutchess)
- Barbara Flach (Greene)
- Gillian Thorpe (Putnam)
- Kara Lustiber (Ulster)
- Rebekkah Smith Aldrich (MHLS)

Staff Attending: Merribeth Advocate, Kerstin Cruger
Others Attending: None

Action Items: None

Discussion Items: Rather than a traditional agenda, the committee engaged in an organizational and priorities-setting exercise during this meeting to re-focus their efforts and to optimize future outputs from the Committee and MHLS Staff efforts.

- The group first reviewed their motivations for joining the committee and identified past success achieved through the committee that they would like to see continue.

- The committee reviewed:
  - Mission Statement: 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.
  - Definitions for “marketing” and “public relations”:
    - Marketing is about library user acquisition.
    - Public Relations is about creating a “buzz.”

- We then identified the major obstacles to effective marketing and PR in local libraries and within counties.

- The Committee then discussed opportunities to find solutions on behalf of member libraries in light of the identified obstacles and ranked them by consensus to identify our areas of focus for 2015. The following three project areas were identified:
  - Brand Development Support
    Assisting libraries in delivering their message out in a clear [and consistent] way
    Developing leadership skills necessary to build a library’s organizational capacity, particularly with an eye towards planning and implementing marketing and PR strategies

- The Committee also emphasized the importance of:
  - The necessity for System designed strategies and tools to be simple to implement.
  - The need for us all to “evolve our thinking” as technology changes how we deliver services and how we get the word out effectively. There needs to be a widespread understanding that what may have worked a few years ago may not work as well today or tomorrow.
  - Identifying community needs at the local library level and support of all sizes of libraries to do the work necessary to identify community priorities and communication preferences.

- The Committee will meet three more times this year to develop their thinking around these areas and to develop strategies and tools to assist member libraries.

DA New Business: None