

**Ida Public Library Board of Trustees
Marketing Committee Meeting
April 25, 2022 - 7:00 pm
Zoom Meeting**

The April Marketing Committee meeting of the Ida Public Library Board of Trustees was called to order by Chair Donna Donato at 7:02 pm. Trustees present were Donna Donato and Gayle Steltenpohl. Also present, Director Mindy Long.

Public Comment: none

Old Business:

- Remaining budget (advertising): \$455.56
- Holiday ads continuing in the Journal will be Easter, Memorial Day, July 4th, Labor Day, Halloween, Thanksgiving, Christmas/New Year continue . Package ads are \$240 for the six holidays.

New Business:

- The Latino Business Committee of Boone County is holding a “Welcome Spring Festival 22” May 28-3, 2022 in the parking lots of Fiesta Mart and RPLumber. Ida will be a \$500 sponsor. Our logo will be on the back of the festival t-shirt, and we plan to have a display/presence at this event.
- Boone County VFW Post 1461 is holding Family Freedom Festival on April 30, 2022. Ida will be a \$100 Honor Sponsor so will be listed in online publications for this event.

The next Marketing Committee meeting is scheduled for May 23, 2022 at 7:00 pm.

Adjournment: Gayle moved to adjourn. Donna seconded. Meeting adjourned at 7:25.

Respectfully submitted,
Gayle Steltenpohl
Marketing Committee
Ida Public Library Board of Trustees