

Ida Public Library Board of Trustees
Marketing Committee Meeting
August 22, 2022 10:30 am
Zoom Meeting

The August Marketing Committee of the Ida Public Library Board of Trustees was called to order by Chair Gayle Steltenpohl at 10:31 am. Trustees present were Donna Donato, Wendy LaFauce, and Gayle Steltenpohl. Also present was Director Mindy Long.

Public Comment: none

Old Business:

- \$452 remains in the advertising budget for this fiscal year which ends May 1, 2023.
- We plan to keep the sign at the Riverside Ice Arena. Mindy will monitor this.

Old Business:

- Marketing would like to pursue starting a library foundation. Mindy has provided information in the past to the Board of Directors. We will suggest this as part of the Library's Five Year Plan.
- February, 2023 is the 110th anniversary of Ida. The committee discussed plans for an event. We will explore the possibility of a new time capsule and a reception at the library or historical museum.
- Change from a municipal to a county library was discussed. Marketing would be involved in disseminating community information for the referendum. This may be part of Ida's five Year Plan.
- Wendy asked about a possible "to- go" kit for community outreach events. Mindy reported the resources available for these outings.

Adjournment: Donna Donato moved to adjourn. Wendy seconded. Meeting adjourned at 11:36 am.

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

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