

**Ida Public Library Board of Trustees**  
**Marketing Committee Meeting**  
**September 15, 2022 10:30 am**  
**Zoom Meeting**

The September 15 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 Wendy LaFauce, Gayle Steltenpohl and Donna Donato. Also present was Director Mindy Long.

**Public Comment:** none

**Old Business:**

- Wendy will research time capsule options for the 140 Anniversary of Ida in February, 2023. We will try to combine the anniversary, the state centennial building award, and the time capsule ceremony in one event.
- Mindy, Wendy, and Gayle will begin to contact community members who may be interest in forming a Library Foundation for Ida.
- Marketing for a district, county-wide library may be handled by hiring Every Library who will direct publicity.

**New Business:**

- The bookmobile will be at the Buchanan Street Stroll Saturday, September 17 from noon-5. They will have canvas bags, cozies and mugs available for a suggested donation. Marketing committee members can volunteer.
- Ida will again have a sign at the Doty Park Ice Arena. The cost is \$600 and we will purchase a second sign for \$200.
- Upcoming events where Ida will have a community presence include:
  1. City Trick-or-Treating event from 4-7 on Wednesday, **October 26**
  2. Halloween parade on **October 30**. The Boo-mobile will be in the parade.
  3. Lighted display in the park. It will have to be designed and built from scratch this year.
  4. Hometown Christmas on Friday, **December 2**. Ida will have story time in the Hidden Aerie. Volunteers may be needed to help with crafts.
  5. Ida will again decorate a tree and support a family in need in the Community Building. Donations will be gathered.
- It was suggested that the word "Fundraising" be moved from the Expansion committee title to Marketing Committee, a change in wording for committees.

**Adjournment:** Wendy LaFauce moved to adjourn. Gayle seconded. Meeting adjourned at 11:42 am.

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

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