

PR & Building/Grounds Committee Meeting
June 12th, 2024 @5pm
Agenda

A. Grand Reveal Ideas/Plans

- a. Tentative date of Sept 14, with flexibility, Ribbon Cutting at 9am-12pm
- b. David will reach out to Mayor, Chamber of Commerce to invite to ribbon cutting ceremony
- c. Michele will compose invitation to be sent via email and regular mail by Aug 19th
- d. Incorporate getting an updated library card with new logo b/c it's National Library Card Sign up Month
 - i. Sneak peeks of parts of new logo on social media
 - ii. David is purchasing new cards and card holders for kiddos with new logo
 - iii. Tori's ideas
 1. Spirit Week-themed days, everyone who participates enters a raffle (this is good b/c it can be shifted to any date)/get photos of them for socials to create buzz
 2. Work with Birth to 3/Prinicpal at Henning to upload info/announcement to virtual backpack
 3. Tori goes to schools to give talks to students with handouts of info
 4. Story walk in park-at end of story walk, have a table set up during set hours to make new library cards
 5. She is willing to ask Snowy Sweets/City Scoops to partner where library buys gift cards/vouchers for any new library card signups during month of Sept.
- e. Goodies to giveaway?
 - i. Ideas: New pens, bookmarks, stickers, 3-d printed bookmarks
 - ii. Budget=David will get Dawn numbers
- f. Food/drink
 - i. Water bottles and trays of cookies (2-3)
- g. Misc

B. New Signage for Room Labeling-Tabled

- a. Do we want to do this? What do we include on new signage?
- b. What do we do about the Name/Room signs we have from ppl who donated?
- c. Teen Room/Audio&Visual Room/Community Room/Study Room 1/Study Room 2/Meeting Room/what will room that houses historical society be called/Kitchen?/Quiet Room

PR Committee Agenda

- C. Soft launch of Logo and Website (minus calendar reservations) by Aug 1st. Tabled
- a. Social Media hype
 - b. Newspaper write up
- D. Branding Guide

- a. Michele has completed and will email out for committee members to review. Once approved, David will go over guide during All Staff meeting.

Website Specific Agenda For PR Committee -Majority vote

- A. Do we want icons on top of each page (list view on phones)? Y
- B. Do we want a home button on each page b/c as you scroll down you lose the logo? N
- C. New Materials on homepage
 - a. What is included there? New databases (mango), new books, new items, small pic with ability to +/- for more info.
- D. Unique checkouts-Dawn will contact David to work on this
 - a. Brief description of items with possible loan descriptions
 - b. Get loan requirements from David/Catherine
 - c. Link to cataloged item
- E. ADA compliant write up for footer
 - a. Michele sent 2 versions, and Version 1 was majority vote.
- F. What about a place on website for info on what rooms are available? (we never thought of this but want to brainstorm during meeting)
 - a. Meeting rooms and study rooms
 - i. Could include pic and brief description and directions to call library to reserve. Ex: Edwardsville's
 - ii. Under Services-will need to wait until renovations for updated pics, Dawn to write up brief description
- G. Where would we put info for when and where book donations are accepted? Friends page
- H. "How do I" page-what order do we want them in, if any? Add How do I reserve a study/meeting room? And then the answer.
- I. Reservations-What do we want to include in the "How did you hear about this event" drop down options
 - a. Library Website
 - b. Search Engine
 - c. Social Media
 - d. Newspaper
 - e. Word of Mouth