

Strategic Workgroup Meeting
Minutes
July 19, 2012, 5-6PM

Attending the meeting were Sara Lennon, Town Council Chair, Jay Scherma, TML Director, and RuthAnne Haley, TML Trustees Chair. Jessica Sullivan, Town Council Liaison to TML, was not in attendance.

Jessica sent a report that Jay read updating the group on forming a PAC and efforts to increase the information flow and raise public awareness:

Bob Stier is contacting a friend about helping with PR. He will hold a neighborhood gathering/outreach in Stonegate. Bob will talk to the Foundation Board about an endorsement ad in the Courier, via the Foundation membership letter.

There was much discussion about involving Meredith Nadeau. Jay will inquire about getting an endorsement from the school department, a video quotation from Meredith (for the websites and cable access TV), and/or a video of Meredith & family at the library.

A video of children patrons talking about the library will be explored, as well as Jay and Jessica visiting several libraries to make a video - The Town Council will be invited to participate.

Sarah asked Jessica's "communication plan" and timeline, which will be ongoing through the fall. Sarah offered suggestions for political signs. She suggested "Super Cheap Signs" on the internet as affordable good quality and 3.24" x 18" was thought to be right size, but, Jessica should check in with Debra Lane at Town Hall for all election/signage requirements.

Sarah said no of the Councilors had been able to visit other recommended libraries as yet. RuthAnne asked if the Council would schedule a public conversation in the fall and suggested October.

The next meeting date: Wed. 8/15 @ 5PM (rain date: 8/22/12)