Library Board of Trustees PR Committee Meeting

August 3, 2017 10:00 AM  Government Center, Room 7

In attendance
Fran Millhouser, Chair
Priscille Dando
Sheila Janega

Minutes

Committee Chair Millhouser opened the meeting at 10:00 AM. Two additional committee members were present, Library Director Hudson was in attendance, and two staff from library marketing were also present. Chair Millhouser did a roundtable introduction for all present.

Chair Millhouser gave a brief introduction, speaking about the four Library Board of Trustee priorities and the current strategic planning process. She asked Director Hudson to provide an update from the last ad hoc Planning Committee meeting.

Hudson shared the following information from the last Planning meeting; the committee approved the finalized vision statement, reviewed a set of seven values statements and approved the seven values, reviewed a set of short and long statements attached to the seven values and stated a preference for the staff committee to develop the shorter statements with key words from the longer statements placed somewhere in the final report, and received information on five potential mission statements. Hudson recommended that the PR Committee focus on the seven values as the final strategic plan is not yet complete.

Chair Millhouser asked the committee what would be their next area of focus, as the strategic plan is not yet finalized. Suggestions from the committee included: focusing on protocols, how the Library Board Committee will work with Library marketing staff, developing elevator talks around the already created list of topics, and developing Trustee-specific talking points based on their jurisdiction.

Director Hudson shared that she believes this committee and library marketing staff may focus on similar topics but with different perspectives. Whereas staff may focus on how a program will serve the public or a specific segment of the public, Trustee-specific points may focus instead on individuals and advocacy around a topic point to those individuals.

The Committee continued focused discussion around this, envisioning a quarterly meeting where Library Administration will provide a short list of upcoming high profile or interesting programs or topics and will also include some brief bulleted talking points around them. The PR Committee would then work with library staff discussing which ones may be of most interest to the Trustees, and develop counterpoint discussion bullets in case there are questions or dissent around specific topics.

Discussion points around the above focused on maintaining a fidelity of information, giving information to create clear conversations, marketing staff doing some fact checking in advance, and honing in on awareness and advocacy.
Discussions shifted to further future topics for the PR Committee including communication protocol: if a member of the public emails a single Trustee, how should the Trustee respond? Should the Chair be included in a response? How does the committee promote transparency and consistency in outgoing communications? Chair Millhouser requested that this be added to a future meeting agenda, as well as adding an agenda item for how the Trustees and the committee can amplify the library’s social media efforts.

Chair Millhouser closed out the meeting by taking on the task of drafting a workflow for the quarterly meeting process, speaking to the Library Board Chair regarding basic communication expectations for each Trustee, and setting future meeting dates. Tentative future meetings are scheduled for October 26th 2016, February 1st 2017, and April 26th 2017, all beginning at 3:00 PM. The committee will meet in August 2018 as well, with a specific date still to be determined.

The meeting closed at 11:05 AM.