Library Board of Trustees PR Committee Meeting

October 26, 2017 3:00 PM Government Center, Room 6

In attendance
Fran Millhouser, Chair
Sheila Janega

Minutes
Committee Chair Millhouser opened the meeting at 3:00 PM. One additional committee member was present; Library Director Hudson was in attendance in addition to three other staff. The committee reviewed and approved the minutes of the August 2017 meeting.

Marketing Staff presented five events/programs scheduled for the next three months. Each item was followed by three to five topical bullets that provided additional information and talking points for sharing with community members and constituents. The five events/programs were: Lynda.com, Starlings, Winter Open Houses, Hour of Code, and 1,000 Books Before Kindergarten. Staff discussed that the bullets were intended to be high-level starting points for committee discussions related to back-and-forth or “devils’ advocate” communications to prepare Trustees in case they receive questions or negative feedback about the programs and events.

Library Marketing Director Mary Mulrenan provided an overview of the five events/programs. Discussion between committee members and staff ensued regarding the five points including: a request for staff to tie the programs to the Library Board priorities — technology, collection and localized programming. Chair Millhouser requested that the talking points demonstrate the positive return on investment of tax dollars and the economic impact library programs represent.

The committee members will expand the talking points and present to the full Board to use as they engage with their Supervisor and the community.

It was suggested that trustees might invite their Supervisors to Winter Open Houses at branches in their districts.

Committee members discussed the notes Chair Millhouser presented from the PR presentation she attended at the 2017 Virginia Library Association Conference in Norfolk, VA:

- Inform other County agencies how the library can help them.
- Prepare a presentation that highlights what FCPL does for the community all year long and how that service is a great return on the investment of tax dollars. Decide who should be invited to a LBOT meeting to see such a presentation.
- Board members should put themselves out to show they’re a part of the community.
- Put quotes from the library survey on the web site
- Provide virtual tours of the branches on the web site
- Make sure the board members are informed about future conferences, etc.

Chair Millhouser inquired about the possibility of moving future committee meetings to 10 am. She will talk to the Director’s executive assistant about it.

Meeting adjourned 4:15 pm.