



TO: Library Board of Directors

DATE: April 19, 2024

RE: **LIBRARY BOARD OF DIRECTORS MEETING**

**LIBRARY BOARD OF DIRECTORS:**

Wednesday, April 24, 2024  
5:00pm – Green Room  
Worcester Public Library  
3 Salem Square  
Worcester, MA 01608

cc: City Clerk's Office

**AGENDA**  
**WORCESTER PUBLIC LIBRARY**

Library Board of Directors  
Wednesday, April 24, 2024  
5:00pm – Green Room  
Worcester Public Library  
3 Salem Square  
Worcester, MA 01608

**Mission Statement:**

The Worcester Public Library serves as a gathering place that actively promotes the free exchange of ideas in our democratic society. The Library makes information and services available to all people while fostering intellectual freedom, protecting privacy, encouraging personal growth and enrichment, and celebrating our diverse community heritage.

1. Call to Order
2. Approval of the March 2024 minutes
3. President's notes
4. Executive Director updates and report Q&A
  - Current report attached
5. Finance Committee report
  - Minutes attached
6. Marketing Committee report
  - Minutes attached
7. Friends of the Library updates
8. Worcester Public Library Foundation updates
9. Adjournment

Call in: 1-646-931-3860  
Meeting ID: 845 8042 5953  
Passcode: 130257

**Worcester Public Library  
Library Board of Directors  
Meeting on Wednesday, March 27, 2024  
5:00 PM**

**Worcester Public Library  
3 Salem Square  
Worcester, MA 01608**

**In Person:** Stephanie Pasha, Christina Andrianopoulos, Katherine Bagdis, Sen. Harriet Chandler, Roseann Fitzgerald, Moses Laguerre, Laura Nicole Miller, Matthew Noe, Gail Schuyler, Sheila Trapasso

**Virtual Attendance:** David Dominguez, Jessica Walsh

**Library Staff:** Jason Homer, Sulma Rubert-Silva (Associate Director), Doug Lord (Director for Library Services), Angela Bennett (Deputy Director for Youth Services), Peggy Lelievre (Human Resources and Development Manager), Jennifer Marien (Interim Deputy Director for Adult Services), Garrett Stone (Interim Deputy Director for Borrower Services), Linnea Sheldon (Community Relations & Communications Manager), Cara Stone (Executive Assistant to the Executive Director).

**Guests:** Christine Murray (WPL Foundation), Worcester Community Member

1. Call to order at 5:01
2. Approval of the January 25, 2024 and February 2024 Minutes  
MOTION requested to approve the minutes by Stephanie Pasha. The President requested to approve both as a slate. MOTION TO APPROVE by Matthew Noe. SECONDED by Christina Andrianopoulos. Approved unanimously.
3. President's Report (Stephanie Pasha)

The President opened her report with two quotations about the month of March:

“Our life is March weather, savage and serene in one hour.”  
— Ralph Waldo Emerson

“March was an unpredictable month, when it was never clear what might happen. Warm days raised hopes until ice and grey skies shut over the town again.”  
— Tracy Chevalier

Stephanie welcomed Sheila Trapasso to the Worcester Public Library board. Sheila is not the first in her family to serve on this board, so she is continuing a family tradition! Sheila explained that her father and her aunt previously served on the WPL Board.

Bravo and thanks again to Linnea Sheldon and so many others who have been working around the clock to keep up with *March Meowness*. This unprecedented response to a promotion has been amazing to watch, AND it has required intense work and long hours to execute and maintain.

Bravo, too, to Jason for working so many media outlets so well. His natural charisma came through on camera and put Worcester and the WPL on the map in the very best way.

A number of committees have meetings coming up in the next few weeks. Thank you for your time and energy!

Be sure to register for the mini golf event on Friday, May 3! It's a fun event with great food. It's a terrific opportunity to bring a friend or two who might not be regular library folks.

**Next WPL Board meeting is April 24!**

President Pasha asked the WPL Board if there were any questions or comments. There were none and asked Jason Homer to deliver his report.

#### 4. Executive Director's Report (Jason Homer)

- **3/27/2024 announcement that the Worcester Public Library was nominated for 2024 National Medal for Museum and Library Service:** ED announced that the Worcester Public Library is a finalist for the [2024 National Medal for Museum and Library Service](#). It is the single largest honor that a public library can receive and there are 15 library finalists. Two other MA libraries were nominated including the Griswold Memorial Library in Colrain, MA and the Gloucester Lyceum and Sawyer Free Library in Gloucester. The Discovery Museum in Acton was also nominated. ED noted that there has never been a MA public library winner in IMLS history. Congressman Jim McGovern (D-MA) nominated the WPL for the IMLS Award and the application was completed and submitted by Linnea Sheldon in September 2024.

ED asked for WPL board members and family and friends to share the story on the IMLS Medal on social media including Facebook, LinkedIn and X. On 3/27/2024, Spectrum News and the *Telegram & Gazette* covered the announcement. ED says that his goal for the Worcester Public Library is "world library domination." The hashtag to share the news is IMLSMedals# per Matthew Noe.

ED reported that many members of the public attended the 2024 National Medal Launch Party and thanked the WPL Foundation for funding the party. The party included bounce houses and free cupcakes. He noted that June or July 2024 is the award date for the National Medal for Museum and Library Services which is awarded the recipient by the First Lady of the United States.

- **March Meow'ness Campaign:** The WPL staff figured out a way for kids to reactivate their cards, There were 2,500 library cards blocked due to lost items, many of whom were children in the schools. The WPL New Users Taskforce came up with the plan for patrons to share cat photos and the WPL would reactivate the cards. Since the

campaign began more than 7,500 entries of cats have been submitted from all around the world. There was national coverage in *The New York Times* on March 4, 2024 and the campaign made the [NBC Nightly News](#) on March 22, 2024 where ED announced plans to unblock all accounts which were blocked because of lost items owned by the Worcester Public Library.

There was coverage on the BBC and more than 150 print articles including Japan, Taiwan, India, New Zealand and South Africa. ED noted that he is deeply appreciative of the staff for thinking of the campaign and working on responding to all the emails about the campaign (Cara Stone responded to more than 2,000 emails.).

ED said that the most touching thing of the campaign has been individuals sharing stories with him and WPL staff about beloved animals that they have lost. The Meow'ness Campaign has helped owners grieve their cats.

ED announced that this has made the WPL rethink its Summer Reading Plan spearheaded by Angela Bennett who oversees Reader Services. The reading theme will be the Dog Days of Summer.

Questions? Stephanie Pasha noted that March Meow'ness has been such a great engagement method. ED also thanked WPL Board member Jessica Walsh for completing a rush order of 150 shirts so that every staff member had a new Cat Mug shirt, and shirts were given to NBC staff for the March broadcast.

**Genesis Club:** On 3/27/2024, Cheryl Lindsay (HR) and Jason Homer were at the MA Statehouse for Genesis Club which selected the WPL as the Excellent Employer for 2024 (Sen. Robyn Kennedy presented the citation and plaque). Thirteen individuals were Genesis pages and some of them have received full-time or part-time employment through the WPL.

**Staff Development Day:** Takes place on 3/28/2024 and the WPL is closed. ED announced that it is an "Unconference approach" or present the day-to-day work so other staff understand what everyone does. The Day will end with the Staff Recognition Awards including awards for 5-30 years of service. There will also be awards for staff who completed their MLS degrees. The day will end with a surprise for all the staff.

**Addressing the Needs of Vulnerable Populations:** March 12, 2024, ED spoke to the City Council about Vulnerable Populations and then spoke again to the Education Committee on 3/18/2024.

Questions?

ED also reported on his trip to Washington, D.C. in early March for the ALA Fly-In. Two librarians attended from Massachusetts. They both talked about Library Funding for FY24 and FY25 and for securing funding from the Institute of Library Services and learned about funding from the Institutional Sources for Early Literacy which could help fund programs in the WPL's school libraries. It was a great trip!

5. Administration Committee Report (K. Bagdis)

The committee met on 2/28 and all in attendance including former chair, Dr. Edward Carr. One Agenda Item: Look at the Library Card Policy and revise so that a child needs approval from a parent/guardian instead of requiring a co-sign. The new Library Card Policy was included in the March 2024 Board packet.

Stephanie Pasha said that as WPL Committees meet and approve policies, those handouts will be included in the WPL Board packet. Questions on report.

Pasha asked for a motion to accept the Committee Report. MOTION TO APPROVE by Senator Harriet Chandler. SECONDED by Sheila Trapasso. Approved unanimously.

6. Friends Report (Gail Schuyler)

The Friends met last Tuesday at 4:00 PM.

Approved \$2,700 worth of programs which include \$700 for Museum Passes and \$175 for the Baby Chick program.

The Finance Committee proposed a budget of \$39,000 for FY25.

February 2024 Bookstore Revenue was \$2,381.59.

Spring Book Sale: 4/12 and 4/13 from 10 AM to 4 PM at the Main Library

March Meow'ness: The Friends are planning stickers.

The Annual Meeting will take place on Tuesday, April 16<sup>th</sup> at 4:00 PM followed by the regular monthly board meeting. The agenda will include the election of officers, the annual report, and a discussion on the proposed changes to the Friends Constitution.

President Pasha asked if there were questions on the Friends Report. Since there were none, requested R. Fitzgerald to report on the WPL Foundation.

7. Foundation Report (Roseann Fitzgerald)

The Foundation met on 3/20/2024.

There was an update on the upcoming Mini-Golf event. All the holes have been sponsored. The event takes place on Friday evening, 5/3 and Saturday, 5/4 for Family Fun Day.

The tickets for the Friday night event are \$150/person. On Saturday, the cost is \$5/golfer and \$20 for a family. Roseann encouraged those signing up to consider sponsoring family and noted that no one would be turned away from the Mini-Golf event on Saturday.

Spring WPL Foundation Appeal to be sent out soon with a March Meowness Theme

**Save the Date for the Celebration of Authors event on 11/14/2024.** The cost is \$150/ticket and the Foundation is currently identifying possibly authors for the event.

Stephanie Pasha asked if there were any questions or comments on the Foundation Report.

Next, Pasha asked for a round of applause for Linnea Sheldon who joined the WPL Board meeting and spearheaded the March Meowness Campaign. Linnea expressed her gratitude to the Task Force, and the WPL staff who all pitched in and helped make the campaign so successful. ED Jason Homer echoed Linnea's sentiments.

Stephanie Pasha then acknowledged the member of the Worcester community attending the WPL Board meeting. The woman noted that she is so grateful to all the WPL has done to improve the School Libraries. "Everything you are doing is amazing!"

Pasha asked if there were any more comments/questions.

Matthew Noe asked about the Vision Statement. ED Homer plans to discuss at an upcoming board meeting.

#### 8. Adjournment

There was no new business. A MOTION was requested to adjourn by Stephanie Pasha. MOTION TO APPROVE by Gail Schuyler. SECONDED by Katie Bagdis. Approved unanimously.

The meeting was adjourned at 5:45 PM

Respectfully submitted,

Roseann Fitzgerald

**To:** WPL Board of Directors  
**From:** Jason Homer, Executive Director  
**Date:** 24 April 2024  
**Subject:** Report of the Executive Director

## HIGHLIGHTS

- **Thomas S. Green Public Service Award:** Katelyn Duncan, New Americans Librarian, has received the Thomas S. Green Public Service Award! She will be honored at a ceremony on May 30th.
- **IMLS National Library Medal:** As mentioned at the March Board Meeting, the Worcester Public Library is one of 30 finalists for the National Library Medal. There are 15 library finalists, and usually 3 winners within that category. No public library in Massachusetts has ever won this honor and this year there are 3 public libraries from Massachusetts in the running. We wish all finalists the best in this process.
- **Staff Development Day:** The library conducted a Staff Development Day on March 28th. This year centered around staff sharing their work to help build bridges and relationships throughout the library. Feedback from the event was overall positive, with many staff members sharing that they learned a great deal.
  - **SAVE THE DATE:** The WPL will have its Summer Cookout on June 27th. The library will open at 2pm that day, as we are closed for small staff development and to ensure all members of the WPL team can enjoy the cookout together.
- **March Meowness:** The end of March has marked the end of the exciting, innovative, and amazing March Meowness Program. We are deeply grateful to all the staff who stepped up during this amazing month. The month was capped off by a few additional local news stories and Mayor Joe Petty come to Staff Development Day to thank all the staff for putting Worcester on a global map. He also awarded the entire team that created March Meowness with a key to the City. That group (missing one member) is pictured here:





## Department Highlights:

### Adult:

- The Friday outreach for the Chinese elder group at Worcester Senior Center this month was a wonderful trip. During the one-hour visit, staff demonstrated the newly acquired digital newsstand PressReader featuring many Chinese newspapers and magazines (lots of in other languages as well) on the laptop and mobile phone. They were very excited and enjoyed the instant access to news and articles from thousands of miles away. Three of them downloaded the app and started to read right away. One of the seniors expressed his appreciation for the March Meowness program and would go to the library to have his lost book fees forgiven.
- Crafty Sundays for adults have been going well! People are excited about more craft programs geared towards adults. One patron said the library was "hoppin'" ever since the renovation and that adult programming has been really fun.
- Our staff development day on March 28 was a great success. Seven of our Adult Services team members presented to their colleagues about our service offerings. Roving was expertly covered by Tara Jankowski and Amy Klein, while Dot Sachs and Jackie Dzugan shared insights about the 2nd Floor services. For the 3rd Floor, Alex London and Katherine Rabeuf provided valuable information. Additionally, Xuhong Wang demystified printing, copying, and scanning on the public all-in-one printers, while Kira Higgins-Simmons delved into the exciting world of the Innovation Center.
- In February and early March, we had some changes in staffing. Joy Hennig, our long-time local history/genealogy librarian retired in late January. Alex London, one of our GL2s who had been working closely with Joy over the past several years, interviewed for the position and hit it out of the park. We offered him the position and he officially started at the end of February. The transition has been very smooth. We were able to fill Alex's GL2 position very quickly, with a great addition to the team—Nicole Granstaff. She comes to us from Pensacola, Florida but has been working at libraries in Massachusetts on a temporary basis. She has been a great addition to the team and brings along some great customer service skills and programming ideas.
- In February, Doug Lord tasked the Adult Services department with a major weeding project of the circulating collection on the 1st, 2nd and 3rd floors. We started this project in early March and have weeded almost 3,200 books from the collection using the CREW Method. We hope to have this project done by the end of May.

### **Circulation:**

- In addition to the Children's Center, Welcome Desk is now circulating portable cell phone chargers for 2-hour limits.
- We held our first all day Staff Development in a very long time. This year was geared toward a conference style approach and the goal was to de-silo what departments do.
  - Doren Crawley and Tracy Baizley presented on the Welcome Desk
  - Myla Salmela, Susan Groccia, and Katie Marsh presented on the AMH Room
- With the completion of March Meowness, roughly 1000 accounts were cleared of lost materials.

### **Children's Services:**

- The Draw Alive had its ribbon cutting on Tuesday, April 16th, welcoming preschoolers from the YWCA to check out the new interactive art project. Children color a specially printed page and the computer turns it into a 3D, moving character on the screen. Visit us to check it out yourself! The old tablets are a crowd favorite and are being redistributed throughout the room.
- On the other side of the room, we added an interactive, tech-free wall that is perfect for our youngest patrons who play in that corner. The custodians were kind enough to paint for us, too, to really make that area fun.
- Another big hit in March were the chicks at all the branches. At Main alone, and we had 369 eager children enter names into the chick naming contest. One father remarked that he loved that we were hatching chicks because his daughter is very scientific and obsessed with birds. He loved that they could see "science in action". Several children literally jump up and down with excitement when they saw the chicks hatching. We received endless compliments and excited queries.
- March was a huge month for outreach! YWCA Girls CHOICE Outreach got a tour from our new tween librarian, and Create 508 got a tour from one of our teen librarians. And, because of Read Across America, we visited Nelson Place School, Woodland Academy, Columbus Park School, and Vernon Hill School. We received more invitations than we knew what to do with!

### **Community Resources:**

- The IMLS announced WPL as a finalist for the National Medal of Library Excellence this month. The nomination focused on the work of the Community Resources Department, and the work building up to its creation last year. Kudos to the staff in this department for their outstanding effort over the years!

- Consumer Protection Week kicked off this month, during which Community Resources hosted two programs put together by City of Worcester's Consumer Rights Program and DA Early's Office. Fifteen patrons received expert counsel on how to prevent fraud, identity theft and falling prey to scams.
- On March 7, Ascentria's Managing Attorney Jessica Pelletier presented to the library's first responder group about human trafficking—signs and symptoms-- and its impact on Worcester, particularly in the immigration and refugee community.
- The UMass Chan Health Fair on March 13th was huge success! 150 med students offered information and free medical screenings alongside 25 local agencies. Over 50 patrons attended this informative, interactive networking event.
- Social Services Specialist Azajuah presented "Communication 101" at Staff Development Day 3/28 to a rapt audience. Staff discussed IRL scenarios and how best to convey and receive communication effectively in a large, multi-faceted organization full of varied personality types.
- Katelyn assembled and donated two boxes of books to the Education Department of the Worcester County Sheriff's Office. Sixty fiction and non-fiction items in Spanish and also about a dozen ESOL books on grammar, vocabulary building, and reading and writing workbooks were included.
- Combining Katelyn and Azajuah's office hours and impromptu 1-on-1's provided by all Community Resources staff shows that 70 patrons received focused, expert help, for average of 20 minutes each, on resources ranging from immigration, citizenship and language translation to writing and resume help to social services of every kind.
- UMass Mobile Medical Clinic's Road to Care Van treated 53 patients at the WPL stop this month.
- Staff from partnering agencies, including New Start Brain Injury Community Center, Open Sky Community Services and Tri-Valley Elder Services in our Main Lobby for a total of 22 hours. SMOC and Sheriff's Office staff spent 18 hours in the Community Resources Offices providing outreach support to patrons on a drop-in basis.

#### **Frances Perkins Branch:**

- February was a great month for programming at Frances Perkins with an attendance of 263, a big increase from last February, which saw 145 attendees to programs. Rebecca reports that family story time attendance is growing, and the kids really enjoyed both the egg drop and winter paint night, as well as a visit with Princess Tianna (who also made an appearance at GBV). The Spanish book club drew a couple of new members and had a very lively discussion about Lady

Masacre by Mario Mendoza as well as some discussion about favorite Spanish language literature podcasts.

### **Great Brook Valley:**

- At the Great Brook Valley Branch Library we had a fantastic visit with Princess Tiana. This is the second time we have used this performer and once again she was incredible with our kids. She is so patient and kind when dealing with children of all ages and we can't recommend her enough! Rebecca found a true gem with this performer.
- The big news at GBV this month is all the new items!! Our kids are LOVING the new chairs we purchased to replace the bean bags that were torn. We also set up our new cubby bin that houses board & card games, puzzles, coloring materials and new pretend play toys. The new furniture is safer, sturdier, and large enough to neatly display everything in an organized manner that is easily accessible to all ages. The new toys are almost all Melissa & Doug brand and include a taco set, a pizza set, a sandwich making station, a cooktop, a cleaning set, a veterinarian/pet care set and a grocery shopping cart with veggies and fruits. From the moment we put them out they have been a HUGE hit! The highlight of the month was our visit from Doug. He graciously sat for a "check up" and "vaccine" for some of the kids playing vet.
- We have started to see some more new faces, partly due to the WHA offices moving in next door. We have seen an increase in faxing, as well as computer usage and printing due to residents being sent from their offices. We have a few new families who have started coming regularly and we have seen an increase in our adult reading check outs this month as well.

### **Mobile Services:**

- We held our first all day Staff Development in a very long time. This year was geared toward a conference style approach and the goal was to de-silo what departments do.
  - Ange Aka, Marc Lindberg, Myron Malixi, and Jason Wargo presented on the Bookmobiles. They reported that a lot of staff asked good questions and felt that they learned a lot.
- Several outreach events were attended -
  - Central MA Summer Expo, Woodland Academy Family Event, and Sullivan Middle
- Myron Malixi was nominated for the MLA Paralibrarian Award for 2024 and plans to attend the conference and hopefully win this award in May.

### **One City, One Library:**

- In March, several of the OCOL branches partnered with WGBH in Boston to present read-a-longs that focused on computational thinking and to provide backpacks with expertly selected materials and manipulatives that enforce those computational thinking skills, appropriate for an early elementary audience. The backpack materials featured Work It Out Wombats!—a nationally syndicated, animated program on WGBH—featuring three wombat siblings who live with their grandmother in the Treeborough, a treehouse apartment complex, who problem-solve through computational thinking. There is also a Work it Out Wombats! podcast for young listeners. The Tatnuck and Burncoat branches offered these focused read-a-longs with Pre-K, K, and 1st grade classes, as well as SAILS and STEPS classes. In all, over 200 students were able to benefit from these readalouds and the generous partnership support of WGBH.
- All four OCOL branches also hosted the eggs and eventual thriving chicks at the library. It was a huge element for generating excitement among all the classes who visit each branch daily, as they could track the progress of the chickens during each visit and engage in fun activities like voting on names for their chicks—Roosevelt even had a chick hatch right in the middle of a class visit!
- OCOL Staff also championed the March Meowness efforts by going with students public records to find lost items that could be forgiven with the program, and with photos and/or pictures of cats, or any other animal. The Tatnuck branch alone reported that they cleared approximately \$700 in fines during the month-long celebration.

### **Talking Book Library**

- We offered an audio described version of the movie Cats to include our own patrons, and it was well attended and people even sang along. March saw a lot of new foot traffic at the branches, and TBL saw its highest number of walk-ins so far, this fiscal.
- Worcester residents have come together to create their own chapter of the Lions Club. The Lions Club is an international service organization that focuses on vision and vision health on a global scale. The group will be meeting on the Third Thursday of the month on Wednesdays, and Lee Anne will be on hand to offer any talking book related questions and assistance. They had their first meeting on March 20th from 5:30-7pm. The folks at the Lions club have set up eyeglass donation bins in a few locations in the library including the TBL space. We look forward to developing a great relationship with this group
- Joel has finished editing our first ever audio book recording and has submitted it to the National Library Service for the Blind and Print Disabled for review. We are excited and anxious, and looking forward to the feedback. It's a step closer to getting certified and getting audio books available to patrons
- Another big win for us this month was getting a copy of our recorded newsletter out to our patrons via talking book cartridge. However, we did have some

technical issues that meant we had to go through a few thousand patron records and hand correct things. Despite the snag, it did not interrupt our workflow and we were able to come together and circulate books as normal. We've also been receiving a lot of positive feedback from patrons who are thrilled to be able to listen to our newsletter!

**Teen Services:**

- Teen librarians hosted an extremely successful DIY Cat Toys program this month, as well as a De-Stress with Cats that brought in a lot of new faces that were eager to cuddle some kittens!
- The Teen Room itself also got a bit of attention: simply moving furniture around has opened up the space for programming that can occur within the room. One of the teen librarians had a program the same night and said that there was an immediate shift in how the teens felt in the space and ease in making programs happen.

# Finance Committee Meeting

## Logistics Notes

4/10/2024

Called to order at 5:06 pm

Called to close at 6:30 pm

In attendance: Matthew Noe, Moses Laguerre, Roseann Fitzgerald, Jason Homer, Cara Stone, Sulma Rubert Silva

Regrets: Stephanie Pasha

## Update from Bartholomew

- Currently an annual update from our investment management company; received 20 trailing quarters details and an individual account review packet
- Returns are good and general sense is that things will continue on a good track in the coming year
- As discussed in prior years, there may be some benefit in consolidating accounts – cannot be ONE account due to Green fund terms, but could be TWO – though the minimums on each account for investment models have changed so this may no longer be a necessary step
- A credit appears on annual report for 12b1 fees that were charged in error; we are NOT charged these fees at all
- Management fees are now listed as their own line items rather than included as part of the withdrawals line; increased transparency is appreciated
- The committee discussed potential changes to our investing that could include
  - Private equity investments, currently focused on public
  - A higher draw rate, which would come with recommendations to move to a 70/30 model than current 60/40; this would come with some small increased risks
  - We have typically drawn about 2% and are closer to 3.5% this year. We have a library administrative team and a board that is more willing to spend money than in the past and so may need to change our approach to drawing out and investing to reflect this.
    - Sulma and Jason are working on potential policy change proposals and budget estimates that will come before the board, so decision-making about investing will emerge from these conversations and policies
- Inflation remains a concern, both for Bartholomew and the library. It currently shows little signs of abating, so must be mindful of this.
- The finance committee may request additional discussion with Bartholomew going forward rather than a single annual meeting

## Trust Fund Requests

- Approved funding sheet attached to meeting minutes
- Discussion centered around the benefits of paying for additional professional organization memberships and the increase in professional development involvement for the staff
  - As more staff express interest and meet expectations for involvement, both at meetings and in continuing education, there may need to be adjustments to how we fund these items. Will be discussed and returned to at a future date (likely first by Admin committee, before coming to Finance or the full Board)
- Process for funding requests will be discussed at a future Admin committee meeting, as Matthew raised questions about process given the increased activity of Board committees
- Foundation budget planning will be a future topic, post a presentation to the full Board
- Total requests amounted to \$21,864 and was approved unanimously by the Committee



The committee met 4/16/24 for its first meeting

**Attendees:**

Christina Andrianopoulos-Chairperson

Laura Miller

Moses Laguerre

Jessica Walsh

Jason Homer—Executive Director

Linnea Sheldon-Community Relations & Communications Manager

Stephanie Pasha-Board President

Meeting started at 5:03pm by Chairwomen with an introduction by each in attendance reviewing their background in marketing/ communications.

Reviewed

**Marketing Committee goals and mission as follows:**

- a. To provide oversight, direction, guidance, and assistance for the libraries, marketing, outreach, and promotional initiatives.
- b. Offer assistance to library leadership and marketing team as needed and when requested.
- c. Support Linnea and Jason to develop a marketing outreach timeline and strategy that is measurable with data analytics to reflect successes of the campaign/marketing efforts.
- d. Determine marketing budget for the year/by campaign.
- e. Meet as needed to review marketing and outreach goals, campaigns and timelines.
- f. Present to library board for review and approval.

**Identified and discussed 2024 Campaigns/Events**

- a. IMLS Medal through May 10

>>committee will review press release when drafted in preparation for winning. Will continue to support social media posts. Should know that we won by end of May and will plan announcements at that time.

- b. Website-Communico/mobile app – will know

>>target going live for summer reading in summer.

>>committee is available to do UX testing if needed.

>> for going live and Mobile app will plan/support promotions at that time.

>> aiming at coming up with a catchy Mobile App name.

- c. Summer Reading -begins mid-June through mid-August--will support promotions as we get closer.

- d. Block Party will be August 10 but actually doesn't require too much promotion. Maybe help create a theme for this year's event.

e. Branding and new logo.

>> Committee would like to see first designs and collaborate with Linnea and Jason to finalize which will be presented to board then for final discussion.

>>aiming to have finalized before website goes live.

Chairwoman Motioned to adjourn at 5:55pm by Laura, 2nd by Moses