

BEALS MEMORIAL LIBRARY
MARKETING SUBCOMMITTEE
MINUTES OF MEETING – MAY 26, 2021

Present: Alexis Chanthachack, Robert Courtemanche, Jane LaPointe, Ron Muse, Caela Provost

Meeting called to order: 5:00 p.m.

Alexis provided the committee with a handout and overview of the Library's Current marketing "Plan". This included social media posting schedule for June through October and an outline of what is currently done re: program flyers, social media, calendar, TV, website, email, newspapers/press releases, community outreach, word of mouth. This generated questions and discussion.

At this initial meeting, questions were asked and possibilities were raised. No specific decisions were made. Ideas and topics to be considered include:

- Current library programs and marketing that is being done by BML staff is primarily focused on children .. and, by extension, families
- Can this committee, with community volunteers/friends, fill identified gaps/priorities, i.e.: build engagement with the broader and older community; promote self-forming groups (book clubs, history clubs); help build sponsorships for programs, as well as expand interest in programs for kids
- Adults and parents were identified as important groups for focus. Timing will be an important consideration. Adult programs are typically at night; which is not so attractive for Seniors. Timing of day programs for seniors would need to be coordinated with kids at the Library.
- Can we build recurring programs around themes, i.e.: resumes - Caela; finance - Rob; and engage others in the community to "share what you know" (what can we find as examples from other libraries/communities)

Other specifics related to marketing/communications:

- What is the word/message we want to get out?
- As we expand visibility, let's associate "faces" with the Library - staff, trustees
- Let's record and assess how well the Summer programs go; participants needs to register
- We'll use the Trustee Facebook page for non-event messaging, polls, library history, etc.

Our next meeting will be held on Wednesday, June 9th at 5 p.m. at the library.

The meeting adjourned at 5:50 p.m.

Minutes approved: June 9, 2021