

WJ

**BEALS MEMORIAL LIBRARY
Winchendon, Massachusetts
Library Marketing Subcommittee**

**Meeting Agenda - Wednesday, July 14th, 2021
Auditorium, 2nd Floor, Library
5:00 p.m.**

Call to Order

Adoption/Amendment of Agenda

Approve Minutes June 9th, 2021

Business

1. Update from Co-Chairs
2. Review of Marketing Plan as Written in Long-Range Plan
3. Supporting Library in Marketing Endeavors
 - a. Support for Adult Programming
 - b. Marketing on Social
 - c. History of the Library on Social
 - d. Recurring Teaching Videos (Finance with Rob, Resumes with Caela, etc.) and Town Talent Survey
4. Fall Projects and Initiatives
 - a. Beals Memorial Library Birthday
 - i. Date
 - ii. Make a Wish for Beals
 - b. Fall Fest - Coordination with Friends? Trustees Booth?
5. Review/edit guidelines on how we will work as a committee

Adjournment

The library is accessible. If you should need further accommodations to attend the Library Marketing Subcommittee meeting, kindly contact Manuel King at least 72 hours in advance so we may make alternative arrangements. Mr. King can be reached at 978-297-0300

Pursuant to the provisions of Chapter 30A, Section 20 of the General Laws, as amended, notice is hereby given that a meeting has been scheduled