

**MINUTES  
OF THE REGULAR MEETING OF THE MARKETING AND FUND RAISING COMMITTEE  
OF THE BOARD OF TRUSTEES OF THE PARK RIDGE PUBLIC LIBRARY HELD  
FEBRUARY 12, 2008 AT 7:40 P.M. IN THE MEMORIAL ROOM OF THE LIBRARY**

**ROLL CALL:**

**PRESENT:** Eileen O'Neill-Burke, Chair; Margaret Harrison, Dorothy Hynous, Library Board;  
Janet Van De Carr, Library Director; Linda Egebrecht, Library staff.

**ABSENT:** Shlomo Crandus.

**Approval of Minutes**

Ms. Hynous made a

**MOTION:** To approve the minutes for the Marketing and Fund Raising Committee Meeting held January 8, 2008.

Mrs. Harrison SECONDED the motion.

MOTION PASSED UNANIMOUSLY.

**Review of 2005 Marketing Plan**

The Committee reviewed the 2005 marketing plan, a copy of which was sent to the Committee members prior to this evening's meeting. The Committee discussed where the Library is on the marketing plan. Mrs. Van De Carr commented that the new format of the newsletter has been implemented; also, the Library has partnered with the retailers in town and with the welcome wagon/greeters program. She added that most of the recommendations of the plan have been implemented.

It was discussed that the library has not had an author visit yet and staff is hoping to get an author booked with the next Park Ridge Reads program. Mrs. Van De Carr stated that there has been more coverage in the newspapers since hiring Ms. Simantz – something is in the paper weekly regarding the library. The Committee discussed that the newsletters highlight different services and this needs to be repeatedly restated. Banners and signage have been added.

**Buy A Brick**

Mrs. Van De Carr added that the Library continues to get brick orders and that the Library will promote this again in the spring.

**Library Award**

The third annual Library award was discussed. Reminder that nominations for Library Awards are due by the end of February. The Committee will discuss nomination forms at the March meeting. The winner will be invited to April board meeting.

**Adjournment:** 7:49 p.m.

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Eileen O'Neill-Burke, Chair