

MINUTES
OF THE REGULAR MEETING OF THE MARKETING AND FUND RAISING COMMITTEE
OF THE BOARD OF TRUSTEES OF THE PARK RIDGE PUBLIC LIBRARY HELD
MARCH 11, 2008 AT 8:12 P.M. IN THE MEMORIAL ROOM OF THE LIBRARY

ROLL CALL:

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

ABSENT: None.

Approval of Minutes

Mr. Crandus made a

MOTION: To approve the minutes for the Marketing and Fund Raising Committee Meeting held February 12, 2008.

Mrs. Harrison SECONDED the motion.

MOTION PASSED UNANIMOUSLY.

Strategic Plan – Quarterly Review

The Committee discussed business cards for Library Board and Library staff that will have facts about the Library on the back. Mrs. Harrison brought back a sample from ALA that staff used as a model.

The use of bookmarks for marketing the Library was discussed. Staff is working with the new graphic artist to promote new services and collections.

In response to an inquiry, Mrs. Van De Carr stated that there have not been any requests for speakers from the community, although there are requests for speakers for the book clubs. There was discussion of a new Park Ridge Reads program, with staff going out to book discussions. Mrs. Van De Carr reiterated that there are 33 book clubs in town that get their books from the Library. The Library will send out mailing to the existing groups, introducing the new Reader Services manager to them.

The Library will start marketing the Buy A Bricks for the Library project in April. To date \$16,000 has been collected with expenses of \$3,800.

2008 Library Award Nominations

The Committee discussed the nominations for the 2008 Library Award. The Committee decided that the award should go to Mrs. Kathy Rolsing, Library Business Office Manager, Park Ridge Community Network Manager; the nominations noted that she is an unsung hero, a history of community service, and has supported the Library.

Mr. Crandus made a

MOTION: To award the 2008 Annual Library Award to Mrs. Kathy Rolsing.

Ms. Hynous SECONDED the motion.

MOTION PASSED UNANIMOUSLY.

Other

It was discussed that the Marketing Committee will undertake the next steps in an expansion feasibility communication to the public. Need a group that would focus on communication, people with ties to the Library, but not members of the current Board or staff. Group should be informed of all the work that has already gone into the feasibility of different plans.

Adjournment: 8:45 p.m.

Eileen O'Neill-Burke, Chair