

CITY OF MARSHFIELD

MEETING NOTICE

Minutes

MEETING OF THE LIBRARY AND SENIOR COMMUNITY CENTER PROJECT COMMUNICATIONS & MARKETING SUBCOMMITTEE

8:00 A.M.

Friday, March 25th, 2011 <u>Beebee Forum Room – Lower Level of the Library</u>

- 1. Call to order Chair Jackson: Dr. Jackson was not in attendance due to a scheduling conflict, so Peg Geegan assumed the role for today's meeting. Members in attendance introduced themselves.
- 2. Attendance: Peg Geegan, Mat Bartkowiak, Julie Tharp, Breanna Speth, Don Nystrom, Becky Huebner Lue, Rob Schultz, Steve Coy, Melissa Lake, Dick Solberg, Ken Krahn, Dick Seifert, Joann Ampe, Jason Angell and Lori Belongia
- 3. Citizen Comments: none
- 4. Capital Improvement Plan & RFP Updates; Lori and Jason reviewed the RFP process and explained that RFQ's were sent out to narrow the list of potential contractors for the project prior to sending out the RFP. The project timelines were pushed back a year to 2014-15 which should allow for more time to fund raise and plan. Initial funding to secure architectural plans are still in place, so this may begin in the next few months.
- 5. Video group update: Breanna and Rob plan to host video interviews this Sunday 3/27 at the Library to capture community members' memories and impressions of being at the library. We suggested that the logo "Sharing Today, Shaping Tomorrow" might make for a good title to the video clips. If these are produced in time for the next meeting, we will preview them.
- 6. Power Point group update: Jesse will convene the subcommittee to draft a PP.
- 7. Logo & Tag Line discussion: Melissa Lake presented results of the survey regarding the project logo and tagline. Discussion centered on which ones embodied the spirit of the project but was concrete enough to communicate the purpose of the project. We agreed on the tag line "Marshfield Library & Community Center Project" but instead of a logo, Melissa will experiment with several images that can be used to "brand" the project. She will share these at the next meeting.
- 8. Items for future agendas: Next meeting April 29, 2011 Beebee Room 8:00-9:30. Lori and Jason will make arrangements for a trip to Centralia prior to the next meeting. We will discuss planning and fundraising activities as related to our future endeavors. It was suggested that we develop a timeline for our committee work.
- 9. Adjournment: 9:15 am