

**LIBRARY & COMMUNITY CENTER
COMMUNICATIONS & MARKETING COMMITTEE
MINUTES**

**Thursday, October 27, 2011
Marshfield Public Library – Beebee Forum Room**

Steve Coy called the meeting to order at 8:06 a.m.

Attendance: Dick Solberg, Dick Siefert, Jeff Verona, Julie Tharp, Peg Geegan, Steve Coy, and Lori Belongia

There were no citizen comments. Lori offered a general update of the project:

- The Marshfield City Council approved the account to be set up with the Marshfield Area Community Foundation.
- The Capital/Fundraising Committee have approved a “naming rights policy”.
- The Marshfield Altrusa service club has identified a fundraiser to support the Library/Community Center project.

Dick Solberg moved to approve the Marketing Committee minutes from July 29, 2011 and September 27, 2011. Dick Siefert seconded. The motion passed with all ayes.

Review drafts of the following:

- Brochures – none at this time
- FAQ – Jeff outlined updates that will be available on the Web, offered to committee members and put in our brochures. There was discussion, and language changes were made.

At this point Peg Geegan took over chairing the meeting.

- Facebook Page- it is up and running and gaining momentum.
- PowerPoint- There was a review of the current 17 pages with discussion as to possible changes.

These will all be reviewed at the next meeting.

Speakers Bureau volunteer list- each member of the committee are asked to be involved. In addition, Lori will email members of all sub-committees to see about interest in addressing community gatherings. It is recommended that it be done in teams of two.

Select organizations for presentations- our committee was asked to submit a short list of community organizations they would recommend be the first for presentations. As a resource, people can use the community list of organizations that Lori provided by email earlier.

Time was short and there was no discussion on future agendas.

The next meeting was scheduled for 8:00 a.m. on Friday November 17, 2011 (8:00 AM) at the Marshfield Public Library.

As there was no other business to come before the committee, the meeting adjourned at 9:26A.M by Peg Geegan.

Respectfully submitted,
Steve Coy