

**LIBRARY & COMMUNITY CENTER MARKETING COMMITTEE
MINUTES**

**Thursday, December 15, 2011
Marshfield Public Library – Beebee Forum Room**

Chairman Jackson called the meeting to order at 8:00 A.M.

Attendance: Jesse Jackson, Dick Siefert, Jeff Verona, Matt Bartkowiak, Peg Geegan, Don Beyer, Steve Coy, and Lori Belongia

Citizen comments. Lori offered an overview of some negative comments that have been identified in the community. There is intent for a discussion with the City Council about the project on 1/10/2012.

Steve Coy moved to approve the Marketing Committee minutes from October 27, 2011. Dick Siefert seconded. The motion passed with all ayes.

Review drafts of the following:

- Brochures – there are still elements of the brochure that need to be finalized. Jeff Verona will have the update information that he needs to have a final draft at the January meeting, for purposes of making community presentations beginning in February.
- FAQ – There was one last review of changes that were approved by consensus.
- Facebook Page- it is up and running and hopefully gaining momentum.
- PowerPoint- there are currently 16 slides intended for a 20-minute presentation. Some of the slides are placeholders that will firm up when architectural drawings are available the first quarter 2012. Matt Bartkowiak will reduce to 9 slides to be used at two January 2012 presentations.

Speaker's Bureau volunteer list- each member of the committee is asked to be involved, and do presentations in teams of two. The January 2012 presentations will be made by JoAnne Ampe, Jesse Jackson, Lori Belongia, and Steve Coy.

Select organizations for presentations- to start, 13 organizations were identified. The January presentations will be made to the Lions Club (1/3), and the Retired Educators (1/16). We will rethink presentations after the first two.

The next meeting was scheduled for 8:00 a.m. on Thursday January 19, 2012 at the Marshfield Public Library.

As there was no other business to come before the committee, the meeting adjourned at 9:13A.M by Jesse Jackson.

Respectfully submitted,
Steve Coy