LIBRARY & COMMUNITY CENTER COMMUNICATIONS & MARKETING SUBCOMMITTEE MINUTES September 27, 2012 Marshfield Public Library – Beebee Forum Room

The meeting was <u>called to order</u> at 8:08 A.M. by Matt Bartkowiak

<u>Attendance</u>: Dick Siefert, Steve Coy, Lori Belongia, Matt Bartkowiak, Jesse Jackson, Gail Thomalla, and Ginny Mazza.

<u>Citizen Comments or committee updates:</u> No formal comments. Lori presented updates as follows: RFPs for professional fundraisers went out and are due back today. There are 5 responses anticipated and the three finalists will be interviewed on 11/14 with a goal of having them in place by 1/1/2013. Zimmerman is close to having a single design.

Coy moved to **approve the <u>Marketing Committee minutes</u>** from September 27, 2012. Siefert seconded. All ayes.

Review updated FAQ: Thomalla developed the FAQ discussed with input from Belongia. A discussion developed on possible changes. With the involvement of the fundraiser as soon as 1/1/2012, it was decided to use it as is until the project develops.

<u>Decide where to focus next efforts</u>: There was a discussion related to updating the Powerpoint that is used for group presentations. Identifying that the fundraising group will have a lot of impact on the focus of the Powerpoint, it was decided to use it as is until the project develops.

Update on upcoming community presentations that are scheduled: The following list will act a running update:

Organization Organization	Who Will Contact	Scheduled	Presenters/Comments
Altrusa	Completed	2/2/2012	Lori & Joanne
Rotary - noon	Completed	8/15/12	Jesse, Joanne & Lori
Rotary - morning	Completed	3/1/12	Jesse & Joanne
United Way	Completed	6/20/12	Matt & Lori
Forum 55	Completed	4/18/12	Steve & Joanne
Hospital Volunteers	Verona		
Genealogy Group	Belongia	1/24/13	
School Board	Jackson		
Marshfield Tea Party	Coy	Cancelled	Joanne, Steve, Lori – need to reschedule
Town of McMilan	Completed	6/11/12	Jesse, Joanne, Lori & Steve
MACCI	Completed	10/22/12	Dick & Steve
Main Street Marshfield	Jackson	11/17/12	Jesse,& Ginny
Eagles	Solberg		Would not commit earlier
Kiwanis	Completed	8/15/12	Lori, Joanne & Jesse
Optimist	Meier		
American Legion			
Knights of Columbus	Seifert		
Lions Club	Completed	1/3/12	Lori & Steve
Retired Teachers Asso.	Completed	1/16/12	Joanne & Lori
Marshfield Dog Park	Completed	2/14/12	Steve
FOMPL	Completed	3/20/12	Joanne & Steve
Chapter CY of PEO-Mfl	Completed	10/16/12	Lori
Leadership Marshfield	Completed	9/19/12	Lori

FOMPL	Completed	3/20/12	Steve
Senior Health Fair	Completed	10/5/12	Lori
PTO by School			
Churches			
MAPN			
MAPS			
MACY			
National Honor Society			
St Joseph Hospital			Contact Brian Kief or Craig Cook
St Joseph Hospital Aux.	Lori		Jan Clouse
Marshfield Clinic			387-5127 Mary Tollefson/Jim Coleman
Businesses			Bill Sennholz/Bill Mork/???
Marsh Clinic-Phys Recr	Lori		Marcy Jackson
Dr Doolittles Ret Physici			
Red Hats			Gen Russell
Realtor's Group			Fact Sheet
Young Professionals			Deb Bauer
4-H Leaders			
Book Clubs			
Scout Leaders			Russ Hoffman & Wife

<u>Items for future agendas:</u> There was no discussion.

The **next meeting** was not scheduled.

The <u>meeting was adjourned</u> at 9:25 AM after business was concluded.

Minutes submitted by Steve Coy