

ORIGINAL

Carnegie-Stout Public Library
Board of Trustees
Work Session Meeting Minutes of January 18, 2018

The Board of Trustees of the Carnegie-Stout Public Library (C-SPL) met in the Lacy Board Room at 4:00 p.m. on Thursday, January 18, 2018.

Present: Board Vice President Christy Monk; Trustee Greg Gorton; Trustee Rosemary Kramer; Trustee Pam Mullin; Director Susan Henricks, and Recorder Denette Kellogg.

Excused: Board President Patty Poggemiller; Trustees Robert Armstrong and Pat Maddux.

Public: Sherri Huleatt, Marketing Director and Megan Cook, Art Director both from Red Rokk Marketing Agency.

1. Vice President Christy Monk called the meeting to order at 4:04 p.m.

"Moved to adopt the meeting agenda of January 18, 2018."

Motion: Kramer

Second: Gorton

Vote: Aye - 4; Nay - 0

2. Red Rokk Marketing Plan Work Session – Vice President Monk welcomed the representatives Sherry Huleatt and Megan Cook from Red Rokk Marketing. The marketing team reported that they are currently in the research phase of the marketing plan and gathering information from staff and the Library Board. The Board provided feedback on the following marketing questions:

- What do you think Library perceptions are?
- How would you like the Library to be perceived?
- What are key words you would use to describe the Library?
- How is C-SPL different from other libraries?
- What outcomes would you like from these marketing efforts?
- Who do you think your target audience should be?
- What should the Library be promoting?
- What are the obstacles for the Library?
- Where do you see C-SPL ten years from now?
- What should we know going into this marketing effort?
- Where do you get your information?

The Board agreed on the requirement and importance of having measurable results. The Board asked about next steps. Huleatt reported as part of the

research phase they will continue to gather information and the Board, along with others, will receive a stakeholder survey in the next few weeks. Once the research is collected and focus is determined, creation of the Library's brand will take place. Huleatt reported that the Library Board will receive updates and information on an ongoing basis throughout the process.

3. Library Board Adjournment – The Board adjourned at 5:13 p.m.

"Motion to adjourn."

Motion: Kramer

Second: Gorton

Vote: Aye – 4; Nay – 0



Pat Maddux, Board Secretary

1/25/18

Date