

**Wolfeboro Public Library
Publicity Committee**

**Joint Meeting with the Trustees, Foundation, Friends and the Building Committee
May 22, 2017**

Attending: Cindy Scott, Joyce Davis, Kathy Barnard, Judy Crosley, JoAnne Dempsey, Nancy Ghirardini, Sandra Herman, Pat McLaughlin, Tom Madden, Jane Newcomb, John Sandeen, Candace Thayer, Barbara Widmer, Linda Wilburton

Joyce called the meeting to order. There was no public input.

Each attendee introduced themselves and their respective affiliations – Library Staff, Trustees, Foundation, Friends, Building Committee and Publicity Committee.

Joyce went over the **Timeline** which covers the present to the end of August 2017. She also shared new **bookmarks** which will be included with checked out library materials and also will be distributed at the Book and Author Luncheon. One side of the bookmark briefly covers:

- Why do we need to expand and renovate?
- Benefits of renovation and expansion
- Moving forward (private /public partnership)

Joyce would like to mail a four to six page **newsletter** to every household in Wolfeboro on July 10, 2017. The July 29th Open House will be the feature article on the front page. There will also be articles on the work of the Friends and the Foundation. She thinks a mailing of 4000 utilizing the bulk permit will cost less than \$.30 each. A tri-fold **brochure** will be mailed on August 28th. Two weeks before the March vote the Friends will mail a **Get Out the Vote brochure**.

Nancy said the Newcomers Bylaws do not allow outside presentations at their meetings, but that we can have a space on their website to be used however we choose.

Cindy and Candy will do a **newspaper interview** and a **radio interview** in late June to promote the July 29th Open House. The **“Tiny Library”** will open in June on Albee Beach.

John said the Foundation has an **email list** of 180 addresses. Sandra Herman agreed to coordinate a merged list containing Foundation and Friends emails as well as email addresses contributed by committee members. Emails from library records cannot be used as that would be a privacy issue. John said that the Foundation uses Constant Contact which has the capability to set up multiple separate lists as well as a merged

list. JoAnne knows how to do this. JoAnne also does the Foundation Facebook page and appreciates any contributed content. John said there are firms that do mailings including printing, folding, attaching mailing labels, etc. for a low cost.

The Foundation will be in the **Fourth of July Parade** promoting the Library Project. The current plan is to enter a 1927 Model T Dump Truck adorned with signage and banners. Barbara Widmer has large story books that could be used.

The **July 29th Open House** will repeat a lot of what we did in October. There will be two architect presentations, tours by library staff and tables for the Friends and the Foundation plus craft tables and projects for children. The Trustees will hold an Ice Cream Social from 1 to 3 pm. Linda W., Jane, Pat and Candy will be responsible. The Friends and the Foundation will provide refreshments. Cookies and bars, a fruit platter and lemonade and ice tea were suggested. Judy Crosley will chair the Refreshment Committee.

The Foundation will host an informational table at **Nick Fest** on July 15th at Brewster Field. The Library will be at the **Farmers' Market** once a month for an hour to do some story reading. We can put promotional literature on the table.

A list will be created of the membership of committees and subcommittees relative to the upcoming events and projects.

Additional Special Events:

- August 2nd – Foundation event at Candy Thayer's House
- Foundation/Cindy presentations to the Lions' Club (September) and Rotary (to be scheduled). John will contact the Garden Club regarding a presentation.

The meeting was adjourned.

Respectfully submitted,

Candace Thayer