

DURHAM PUBLIC LIBRARY COMMUNICATIONS COMMITTEE MEETING

DATE AND PLACE: January 25, 2011, 8:00am - 9:30 am at the Durham Public Library

PRESENT: David Moore, Emily Smith, Jenna Roberts, Sibylle Carlson, Lisa Pfeiffer, Zelda Moore, Tom Madden

MEETING SUMMARY:

Town Survey: The Town of Durham is taking a survey and asked if the Board of Trustees wanted to put any questions on it. The decision was made not to because it appeared to be unscientific and the Board won't have control over the wording of the questions. The survey may be asking about other services in town and it is up to the Town to decide if they want to include the library as one of the services.

Committee's Role: This committee's role is still unclear in part because of a lack of clarity of consultant Sandi Mitchell's role. It appears that S. Mitchell sees this committee for use as needed whereas the committee sees creating our own messages. Committee envisions trying to coordinate and run the public part of the campaign process. Should this committee focus on the bond campaign and S. Mitchell focus on the capital campaign? Does a political campaign person need to be hired?

Reaching the Community:

- How often should we try to reach the entire community?
- Should a letter be sent to the community every 3 months for the next year about the progress of the Library?
- Should we try to reach people that we identify as our base once a month?
- Use information benchmarks to decide when to distribute/mail pivotal information
- The message before March should be an update on where the Library process stands so far.

The committee's Mission is a communication plan to achieve a successful bond vote.

- 1) Improve general awareness of the library – before phone calls are made, need to make sure the community has enough information about the Library so that they aren't surprised by the call.
- 2) Track our supporters – check if they are supporters or if they neutral...don't want strong supporters to feel neglected; however, really want to target the neutral zone.
- 3) Organizational get out the vote – many neighborhood captains responsible for certain parts of the town.

Miscellaneous: Communicate with S. Mitchell that the committee wants Katie Fiermonti to come up with a prototype of what the mailing/newsletter should look like with a goal that everyone in the town gets it. It should be light and fun, interactive information, rather than redundant.

Tasks:

- David Moore to draft "FAQ" – Frequently Asked Questions.
- David Moore will meet with Katie Fiermonti and Sandi Mitchell about our ideas and draft a conceptual plan of what is needed for a successful bond vote
- Jenna Roberts will obtain a presidential year and an off-year list of voters.
- Sibylle Carlson will call Jen Berry of the Town Hall regarding legality of a display at voting site and the cost of the Town newsletter
- Emmy Smith will call Development Committee Chair, Ann Windsor, regarding the cost of annual fund mailing.

SUBMITTED BY: Lisa Pfeiffer

Next meeting Feb 1, 2011 at 8:30 am.