

DURHAM PUBLIC LIBRARY COMMUNICATIONS COMMITTEE MEETING

DATE AND PLACE: February 1, 2011, 8:30am – 10:00am at the Durham Public Library

PRESENT: David Moore, Emily Smith, Lisa Pfeiffer, Zelda Moore, Ann Windsor, Tom Madden, Sandi Mitchell, Katie Fiermonti, Susan Roman

MEETING SUMMARY:

Due to the Communications Committee's desire to coordinate with campaign consultant, Sandi Mitchell, David Moore opened the meeting with a summary of the ideas discussed at the January 25, 2011 meeting.

- 1) Improve general awareness of the library – a mass mailing soon with an overall view of where we are and sufficient information to provide a positive concept.
- 2) Track our base supporters – give more frequent updates to them. ~1500-1600 voters turn-out in March. Invision a list of 2000 potential voters to call, to send campaign literature to leading up to the vote and to help get to the polls. Determine if the potential voters are supporters or if they neutral...don't want strong supporters to feel neglected; however, really want to target the neutral zone. For the people who say they are not supportive, we aren't as eager to get them to vote.

Per Sandi Mitchell:

- During February-March, S. Mitchell and the Campaign Leadership Committee are in the organizational stage for the campaign. She detailed the different fundraising stages:
 1. First Stage (April-July): Advance Campaign also referred to as "Silent Campaign" consists of a group that will meet with major donors to ask for a gift/pledge. This phase does not involve high visibility or public relation activities.
 2. Second Stage: Community Campaign begins after the larger dollars are raised in the Advance Phase. It focuses on the community in order to generate smaller donations and broad-based support for the bond. Examples of nonsoliciting committees and some of their possible responsibilities: a) Committee will put together cultural gatherings, teas & coffees. b) Public Relations Committee will assist with putting up timely information. c) Promotions and Events Committee will plan business events.
- S. Mitchell's professional advice is that all communication is coordinated through her for timing and content. Also, a mass mailing should be held off until the Feasibility Study participants have seen the design as they were told they would be the first to see the final plans.

Communications Committee Discussions:

- Committee needs to map out a guide of what it wants to do and when. Below is a possible course of action to keep the general public up-to-date:
 1. First mailing in March
 2. Second mailing in late spring with the design after it has been finished.
 3. Third mailing in fall – per S. Mitchell: add a pledge form after major funds are raised and/or to recruit people for the community phase.
 4. Fourth in early 2012 leading up to the election.
- With respect to the above, Committee needs to brainstorm ideas the community needs to know about right now. The focus could be on facts that have happened so far, such as the purchase of the site and details about the property itself. No dollar amounts or square footage of the design should be included.
- For public relations and fundraising purposes, Communications Committee needs to form a list of organizations for power-point presentations about the Library (i.e. Rotary Club, Oyster River Parents of Preschoolers) and identify places of high visibility in the community for a display about the Library.
- Initial design info is out on the website for feedback.

- Should the Phone-a-thon be volunteers or hired people?
- NH register can be obtained from the state library.
- Possible taglines or slogans for campaign: the tagline should give a sense of community identity and pride...“a great town deserves a great library”, “a community asset”, “a third place to go”, “an icon of Durham, a symbol of community pride”

Tasks:

David Moore will draft “FAQ” (Frequently Asked Questions) without answers.

SUBMITTED BY: Lisa Pfeiffer

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

DRAFT