

****DRAFT****

DURHAM PUBLIC LIBRARY COMMUNICATIONS COMMITTEE MEETING

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

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

MEETING SUMMARY:

- Plan to still move forward with a March mailing in the next 4-6 weeks
- Sibylle Carlson reported on the cost of the Town of Durham Public Works mailing and that a picture of the new library/site can't be put up at the polls.
 1. Tri-fold - printed 2100, one page double-sided, Cost \$493, 2049 were mailed, Postage \$485
 2. Half-fold – printed 2300, two pages double-sided, Cost \$1,171, 2049 were mailed, Postage \$485
- Emily Smith gave a report from the Executive Leadership Committee – committee consists of Ann Windsor, Doug Bencks, Susan Roman, Emily Smith
- Feasibility Study:
 - ♦ Susan Roman looked at case law, feasibility report can be kept confidential.
 - ♦ Study participants were guaranteed anonymity
 - ♦ Questions: Should the feasibility study be public information? We want the process to be transparent. What is the reason for keeping it confidential? For political reasons would it help to release it?
 - ♦ Bring this to the Board of Trustees for a decision, David Moorw will request that it is put it on the next meeting's agenda.
- Plan for Mailing
 1. First mailing in March: Past, Present, Future. What has been done over the last couple of years, how the process has gotten to this point, where the process is now, and timeline for where the process is going.
 2. Second mailing would have the design and information pertaining to it.
 3. Third mailing would be in conjunction with the community portion of the campaign (include pledge cards) and would include the progress that has been made.
 4. Fourth mailing: Get out the vote campaign
 - ♦ Go back to Town Council to bring them up-to-date before mailing goes out.
 - ♦ What about combining mailing one and two to make more of an impact with the design.
- Discussion of volunteers vs. paid interviewers for phoning. Paid interviewers would not be able to answer questions whereas volunteers would be well-trained to answer frequently asked questions and/or pass the phone to a Trustee for difficult questions. Use UNH survey or alumni room for calls.
- Look into sending an automatic call to remind community about the vote and the fact it needs 2/3 to pass.
- Communications Committee is for getting out the vote, not the committee asking for money.
- Suggestion that Trustees donate money for the campaign costs so that it isn't the taxpayer's money going for such costs. It is believed that the Trustees have set aside substantial funds for campaigning. Would the Friends of the Library consider contributing money to campaign costs?
- T. Madden hopes to have the new website by end of this week or early next week. Various tabs will be set-up on a module designated specifically to the new library. Examples of such tabs are: home page, frequently asked questions, library designs, project related documents, and at a later date, capital campaign and construction costs and progress.
- Review of the drafted Frequently Asked Questions:

- ♦ Add frequently asked questions on the bond issue
 - ♦ Add: Who can use the community space? The Library is fulfilling a need for the community
 - ♦ Obtain estimates from Town on the property tax impact for various size bonds such as 2, 2.5, 3 million dollar bonds
 - ♦ Include staffing costs but operating costs aren't yet known
- Tom Madden will assign to employee Katie Fiermonti the project of taking information about the new library that has already been written or distributed and consolidating it for the answers to the frequently asked questions. This will be the draft for the new website and for the March mailing (website is priority). This will be drafted and sent to consultant Sandi Mitchell for feedback. It will then be presented at the February Trustee meeting.

SUBMITTED BY: Lisa Pfeiffer

Next meeting February 15, 2011 at 8:30 am.