

Greenville Public Library Publicity & Promotions Committee
Greenville Public Library (414 W. Main St.), Greenville IL 62246
Wednesday, July 14, 4:30p

Minutes

1. Call to order: Committee Chair Judy Cox called the meeting to order at 4:31p.
2. Roll call of members: Present: Cindy Catron, Judy Cox, Kayla Curry, Kyle Littlefield. Also present: Director Jo Keillor and Board President Dale Martin
3. Public comments: None
4. Considering committee goals for 2021/2022:
 - a. Materials from the GPL Policy Manual were sent for consideration ahead of time, with information from Section 8 pertaining to our committee, and various Publicity/Promotion ideas. With these in mind, Judy Cox asked the committee members to be considering what the highest priority seemed to them personally during the discussion.
 - b. Director Jo Keillor shared her desire for a Friends of the Library group (under the umbrella of the BCCF's 501c3), and summarized her "Ideas" list of various events (both outreach and fundraising).
 - committee help is needed: she is donating her time for some (Escape Nights, e.g.), and others need revamping with committee help (Spring History Event, Stuffy Sleep Over, e.g.); some she hopes we might add.
 - Judy Cox emphasized the committee's charge to support the library staff, not cause more work for them, and asked specifically how the director saw herself involved in such publicity/events going forward. The Director does want to continue writing the Advocate articles, and doing the WGEL spots on "Library Holidays" (although she needs help with contacting those sponsors/donors).
 - c. Further discussion focused on various items from the Publicity/Promotion ideas list as follows:
 - Kayla Curry suggested updating our library flyer into a tri-fold incorporating current flyer's info, library history, Cloud library options, etc. (using the Canva app with Jes Adam's help?); provide to Chamber of Commerce for new resident packets; she has equipment to help with signage and can loan a canopy for library booths at community events as well
 - Kyle Littlefield suggested that an intern for the GPL from Greenville University (in marketing or graphic design) might be able to work on that tri-fold as well as updating our website (on Weebly perhaps?), developing a logo, etc. Director Keillor wants to follow up with GU as she would be providing mentorship.
 - Cindy Catron expressed special interest in helping with our participation in community events such as Family Fun Fridays, researching and reading books to children, etc.
 - Judy Cox hoped we could investigate and begin a Friends of the Library group, and will try to develop a brief description we could provide to library patrons and our contacts to evaluate and spark interest.
5. Other business: The committee expressed interest in providing a library presence in upcoming events such as the July 16 and 30 Family Fun Fridays, or the August 7 Farmers' Market, on days enough volunteers might be available.
6. Adjournment: Kyle Littlefield made the motion to adjourn. Kayla Curry seconded the motion. Approved 3-0. The meeting adjourned at ~5:35.