

Lake Geneva Public Library Board of Trustees Meeting
918 West Main Street Lake Geneva, Wisconsin 53147 (262) 249-5299

Public Relations Committee Meeting
Thursday, January 26, 2017 at 9:30 a.m.
Minutes

Call to order

Committee Chair Wen-D Kersten called the meeting to order at 9:40 a.m. in the Library Director's office.

Roll Call

Members present: Kersten, Brookes, Oppenlander, Gelzer

Also present: Kornak, Benson

Adoption/Amendment of Agenda

Motion by Brookes, seconded by Oppenlander to approve the agenda as presented. Motion carried unanimously.

- Event: Share the Love: Love your Library.
- Date: Saturday, February 11, 10 am-2pm
Description: an Open House complete with fun activities centered around Valentine's Day as a month long event, and a time for 'Conversation with Emily' from 1-2 in the Smith Meeting Room.
- Purpose: To reach out to the community, introduce Emily, and educate them on "how to show their love to the library" - with the main drive to increase circulation and attendance, thereby increasing funds that allow the library to give love back through increased programming, books, etc.
- Hashtags: #LoveLGPL. #LifeLongLearning

Assignments:

- **Emily:**
 - Inform and invite City Hall representatives to take part.
 - Work with Chris Schultz of The LG Regional News for appropriate coverage.
 - Create verbiage telling patrons about their chance to enter a drawing to win a romantic Sunday Brunch at Grand Geneva or day passes to Timber Ridge.
- **Alisha:**
 - Write press release for event. Design publicity posters/flyers.
 - Create document for 'Ways to Love LGPL' and how the Library will 'share the love' right back!
 - Contact Alden Farms and Highfield Creamery for possible food donations.
- **Fritz:**
 - Provide brief write-ups on each department in the library, to serve as signage - informing patrons on how these areas function to provide year-round lovin'.
- **Chris:**
 - Organize FOL table
 - Create scavenger hunt for children and adults.
- **Scott:**
 - Reach out to local coffee shops to supply and maintain coffee throughout event.

- **Wen-D**

- Contact Grand Geneva to request prizes for drawing.
- Contact Simple Cafe, Oakfire, and Clear Water about sponsorship opportunities.
- Develop Facebook strategy for event.

Adjournment:

Motion by Oppenlander, seconded by Brookes to adjourn the meeting at 11:09 a.m. Motion carried unanimously.

Respectfully submitted,
Chris Brookes
Vice-President