

LAKE GENEVA PUBLIC LIBRARY

MINUTES

Lake Geneva Public Library Public Relations Committee Meeting
Tuesday, May 29, 2018, 10:30 a.m.
Library Director's Office, Lake Geneva Public Library

Call to order

Kersten called the meeting to order at 10:40 a.m.

Roll Call

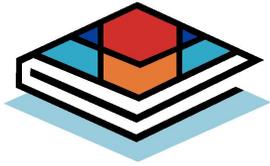
Members present: Brookes, Gelzer, Halverson, Kersten

Also present: Kornak

Discussion

Public Relations

- Publications and contacts
 - County-wide monthly columns
 - Halverson to contact Southern Lakes
 - Kornak to contact Lake Geneva Regional News
 - Internal press releases
 - Kornak and Kersten to work on
- Programs
 - Fall: topic – changing face of libraries
 - Build programs that are news-worthy events
 - Building a vibrant community – author Quint Studer
 - Gelzer and Kornak to contact author
- Social Media
 - Create a complete campaign and posting schedule
 - Develop assets to use across platforms for consistent messaging
 - Explore creating potential private Facebook group for increased Community engagement



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Promotion of strategic planning process

- Public awareness
 - How library serves the community
 - Changing community / changing times
 - Branding / buzz words
- Budget
 - Advertorial costs
 - 2019 Library Budget

Adjournment

Gelzer/Brookes motion to adjourn the meeting at 11:43 a.m. Motion carried 3 – 1 (Halverson)

Respectfully submitted,
Chris Brookes, Secretary