

Jacob Edwards Library

Minutes of March 27, 2018

The Library Trustee meeting of March 27, 2018 began at 12:06 PM. Present at the meeting were Trustees Mel Blake, Robin Weber, Maureen Gullekson, Gary Bridgman, Dick Whitney and Library Director Margaret Morrissey. Christine Tieri from ideaagency was also present to discuss options for promoting the Library brand. Tammie Darling was present to record the minutes.

The minutes of the February 2018 meeting were read. Mel Blake motioned to approve the minutes, Robin Weber seconded. So voted.

Financial Report - There was no financial report at this time. Margaret notified the Trustees that the Library will receive \$29,891.12 in State Aid for FY '18.

Old Business - Margaret notified the Trustees that she followed up with the Inspection Services Department regarding the Town of Southbridge requirements regarding food handling for the updated Meeting Room Policy.

Long Range Plan - Promoting the Library brand - Christine Tieri from ideaagency discussed the steps her agency takes when they conduct a brand audit, which she recommended for the Library. She discussed pricing of around \$6000 for the analysis, with a completion time of approximately four to five weeks. A visual platform and a messaging platform could be added for a cost of approximately \$5000 additional for each platform. Maureen Gullekson inquired if there are other advertising agencies that work with other libraries and if the other libraries are having success with marketing/branding. She expressed her hesitancy to develop different branding for the Library than the Town of Southbridge branding. Margaret will check on the status of the Town marketing/branding. The Trustees had a conversation regarding inviting Jim Dyer from Old Sturbridge Village to discuss fundraising and development opportunities in the future. For now, the Trustees will focus on branding and will invite Jim Dyer at a future date.

Chairman's Report- There was no Chairman's Report at this time.

Margaret Morrissey distributed her report to the Trustees and discussed upcoming programs and events. Recent safety issues were discussed and Margaret stated that Sgt. Fahey will conduct safety training with the staff on April 11, 2018.

Gary Bridgman motioned to grant Hitchcock Free Academy a copyright use of the Globe Village image in its website for a one time event in 2019. Robin Weber seconded. So voted.

Robin Weber made a motion to adjourn, Maureen Gullekson seconded. So voted. The meeting ended at 1:15 PM. The next meeting will be held on April 24, 2018 at 12:00 PM.

Approved 4/24/2018