

Federation of Ontario Public Libraries

Marketing Task Force Meeting (Teleconference)

April 7, 2010 from 10:00 to 11:30 am

- Present:** George Saarinen, Chair, Trustee Thunder Bay Public Library Board
Mary Baxter, CEO Georgina Public Library
Sheri Mishibinijima, CEO Wikwemikong Public Library
Irene Moore, Trustee, Terrace Bay Public Library Board
Paula Thomlison, Manager Marketing, Communications & Development
Brantford Public Library
David Allen, CEO Federation
Wendy Bray, Administrative Assistant, Federation
- Regrets:** Rudi Denham, CEO St. Thomas Public Library
Murray McCabe, CEO King Township Public Library
Melissa Cameron, Manager Marketing & Communication Oakville PL

Ian Ross joined the meeting at a later time

DRAFT MINUTES

1. **Call to Order and Welcome**
George Saarinen, Chair, called the meeting to order at 10:07 am. Introductions were made for the benefit of FOPL's newest staff member, Wendy Bray.
2. **Report to the Board from George Saarinen – Jan. 22, 2010**
There were no questions or comments.
3. **Review Pre-Conference Presentation Notes**
David provided the Marketing TF members with a brief synopsis of the pre-conference presentation from February 24, 2010. A copy of the powerpoint presentation was circulated prior to the conference and approximately 40 participants attended. The presentation was well received and the general feeling expressed was that this is an ambitious plan that will require great effort and our stakeholders are ready to go.
4. **Setting Project Priorities, consistent with Marketing Plan**
Marzio and David met with Lori Sims, Chair, Advocacy TF and George Saarinen, Chair, Marketing TF to review the division of responsibilities between these two task forces. At last week's Advocacy TF meeting it was proposed to move the task of "Find Champions to promote our message" (Document Advocacy Plan – Municipal Funding) from the Marketing TF to the Advocacy TF. The Division of Responsibilities will be an Action Item for the Board of Directors meeting.

Finding “champions” to promote public libraries among municipal officials might include retiring mayors (e.g. David Miller). This would be different than finding champions to promote public libraries to the general public which might include entertainers or sports figures.

5. **Preparations for AMO Conference**

The AMO Conference is being held in Windsor in August 2010 and London in 2011. The Marketing TF members feel the FOPL exhibitor booth at AMO is a worthwhile expense and time commitment. Wendy and David will work with AMO administrators to secure a location at the conference with a high visibility. This conference allows FOPL members an excellent opportunity to promote public libraries to senior staff of municipalities as well as members of all political parties. George will speak to the staff of Windsor Public Library to recruit volunteers to help with the staffing of the exhibitor booth. Please contact George if you would like to volunteer for the AMO Conference.

6. **Preparation for OPLW**

The Ontario Public Library Week (OPLW) coincides each year with Canadian Library Month. In the past, FOPL has worked with Library Services Centre to print and distribute posters and bookmarks to public libraries province-wide. Our consultants have suggested that the Marketing TF explore a more cost effective way to participate in and celebrate OPLW.

Following a lengthy discussion, a decision to set up a subcommittee (David, Sheri and Mary) was made. The purpose of this committee will be to brainstorm and provide the Marketing TF with new solutions and recommendations for celebrating OPLW in October 2010.

Sponsors will need to be approached fairly soon and we will need to be clear in our message. In the past our sponsors were publishing and distribution companies. There is the potential to recruit other sponsors, depending on the new strategies we undertake.

7. **Other Business**

David updated TF members briefly on recent meetings held with Michael Chan, Minister of Tourism and Culture and Michael Gravelle, Minister of Northern Development, Mines and Forestry. Both meetings went well with both ministers appearing to be supportive of public libraries.

8. **Adjournment – 11:08 am**