

## Federation of Ontario Public Libraries

### Marketing Task Force Meeting (Teleconference)

June 9, 2010 from 10:30 to 12:00

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

### MINUTES

1. **Call to Order**  
George Saarinen, Chair, called the meeting to order at 10:33 am.
2. **Approval of Agenda**  
MOTION  
Moved by: Melissa Cameron / Seconded by: Ian Ross  
That the agenda for the meeting be approved as circulated.  
CARRIED
3. **Minutes of Meeting on April 7, 2010**  
Minutes were approved.
4. **Preparations for AMO Conference**  
The Federation is registered as an exhibitor for the AMO Conference being held in Windsor, August 15<sup>th</sup> and 16<sup>th</sup>. A status report was pre-circulated to all members of the Task Force. George has secured four volunteers from the Windsor Library Board to help with staffing the booth and many staff members of the Windsor Public Library have also agreed to help out. Rudi Denham also volunteered her time for this conference. More volunteers are needed; please contact George if you are interested in helping out.
5. **Preparations for OPLW**  
To date, two libraries have agreed to host the launch of Ontario Public Library Week—Whitby PL and Markham PL. Task Force members were surveyed for suggestions for a third venue site. Melissa tentatively volunteered Oakville PL (tbc).

David is attending the AMPLO/ARUPLO meeting this Friday, June 11<sup>th</sup>. He hopes to receive a confirmation from AMPLO concerning their 2010 sponsorship of OPLW (2009 amount = \$750).

This year the Federation has partnered with the Canadian Library Association in producing posters and bookmarks. The new design was pre-circulated to Task Force members and everyone expressed delight with this year's poster. The anticipated costs for the printing and design of 2,500 posters and 200,000 bookmarks will be considerably less. Wendy is exploring options for the mailing and distribution of posters and bookmarks to public libraries province-wide. Next year, the Federation will try to secure additional sponsorships.

Wendy will find out if Daniel at the Library can be viewed via U-Tube.

Wendy will investigate the possibilities of holding a province-wide contest.

## **6. Marketing Plan Priorities**

David presented a division of responsibilities for Task Force members and Federation staff to ensure the many priorities of the Marketing Plan are implemented.

### **a. Task Force Responsibilities**

- i. Arrange and write magazine articles and co-op ads (Rudi will provide names of individuals who can help)
- ii. Prepare an Annual Report on state of public libraries (Rudi and David)
- iii. Launch, promote and maintain closed wiki for members (Melissa)
- iv. Set up Ontario public library Facebook fan page (George)
- v. Launch and promote speakers bureau (George will "act" in this role)

### **b. Federation Staff Responsibilities**

- i. Issue internal email newsletters (David)
- ii. Assemble contact lists for trade media, library industry and library enthusiasts (Wendy)
- iii. Send quarterly email blasts to library "industry", public library enthusiasts (David)
- iv. Prepare media information kits and promotional items (David and Wendy)
- v. Re-skin and update website (David and Wendy)
- vi. Prepare op-ed copy points for local libraries and trade media (David)
- vii. Coordinate Chair speaking tour (David)

Each task force member assigned to one of the above responsibilities will prepare a short action plan / vision of their task to be shared with the rest of the group. A description of their game plan / strategy may include details such as costs involved and/or the need for staff support, etc.

**7. Other Business**

There was no other business to report.

**8. Adjournment – 11:14 am**