

## **Federation of Ontario Public Libraries**

### **Marketing Task Force Meeting (Teleconference) November 4, 2010 from 10:00 to 11:30**

- 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  
Ian Ross, CEO Whitby Public Library  
David Allen, CEO Federation  
Erin Menzies Librarian-Administrative Assistant, Federation
- Regrets:** Melissa Cameron, Manager Marketing & Communication Oakville PL  
Rudi Denham, CEO St. Thomas Public Library  
Murray McCabe, CEO King Township Public Library  
Paula Thomlison, Manager Marketing, Communications & Development  
Brantford Public Library

### **MINUTES**

**1. Call to Order**

George Saarinen, Chair, called the meeting to order at 10:05 am.

**2. Approval of Agenda**

MOTION

Moved by: Mary Baxter / Seconded by: Irene Moore

That the agenda for the meeting be approved as circulated.

CARRIED

**3. Minutes of Meeting on September 8, 2010**

MOTION

Moved by: Ian Ross / Seconded by: Mary Baxter

That the minutes from the meeting held on September 8, 2010 be approved.

CARRIED

**4. Post Mortem on OPLW: What worked and what didn't?**

David Allen discussed the partnership the Federation forged with CLA this year regarding the creation and distribution of bookmarks and posters. This year was the first time that the distribution/ mailing of these promotional materials was outsourced to save Federation staff time. Some costs were reduced due to this partnership, but the savings were less than originally anticipated.

Some discussion took place as to whether the Federation should choose to partner with CLA on the poster again or if it should return to creating custom Ontario Public Library Week posters. The Task Force members felt that as no notable difference was recorded of reactions between the individual poster and the CLA-partnered poster, the Federation should continue to go forward with the partnership as it reduces cost and staff time.

David Allen will continue to participate on the CLA poster design committee and will try to make sure that next year's poster will better reflect the needs of Federation members.

George noted that there had been great news and media coverage of OPLW in the Northwest.

## 5. Project Updates

### a. Annual Report

David Allen gave credit to Rudi for the Annual Report's polish. Comments have been received from some Task Force members and David will work with Rudi to make appropriate changes. The Annual Report is distributed to funders (government and non-government), members, and is also expected to be used to inform the public on the issues affecting public libraries; the intended audience is broad.

Feedback: The concept of the library as a "community hub" was not reflected in the original report. Perhaps the phrase "treasure trove" could be replaced with "community hub". First Nation libraries were not addressed re: funding, Sheri will email David with more detail.

The Annual Report could be distributed to City/Municipal Councillors at this time of great change in government. The Spotlight on Public Libraries (OLS) will be distributed shortly and we may be able to piggyback on that distribution.

### b. Closed Wiki for Members

With Melissa Cameron's guidance, Erin has begun work on creating a closed wiki for Federation members. The wiki address is <http://federationofontariopubliclibraries.pbworks.com/> and you are able to request access from that main page. At the moment there is no content located on the wiki, but Erin will be working to create and develop content lines over the coming months.

### c. Facebook page

Erin created and has been moderating a Facebook page for the Federation. It is found at <http://on.fb.me/aGYiVX>. We have gained a significant number of followers in the first month out, and have been exposed to a number of local projects.

### d. Speakers Bureau

George stated that it is a work-in-progress. David will assume the coordination role from this point forward.

### e. Internal Newsletters

David informed the group that his latest CEOs Report was circulated the week of October 20<sup>th</sup> in both English and French. The Task Force congratulated the Federation on beginning to circulate important materials in both English and French.

f. Assembly of Contact Lists

Erin is working to develop contact lists. There are presently MPP, Toronto Media, Ontario Media, and Ministry of Tourism and Culture contact lists that should be available for Federation use in the near future.

g. Re-skin and Update of the Website

Erin has been building a new Federation website using Wordpress.com. The website's new features include a blog for news items, a meebo chat widget, and tagging for better classification of posted items. The site should be launched before spring 2011, but there are some technical backend issues that are slowing the transition process.

Erin will be looking into the use of Skype as a replacement for the Audibility teleconferencing system.

**6. 2011 Budget Requirements**

David asked for any changes and/or additions to the Marketing Task Force's budget needs. The Task Force did not have any immediate changes, but may email and follow-up.

**7. Other Business**

The Federation Board meeting will take place November 24, 2010. On that same date the Federation will host the MPP Reception at Queen's Park. In attendance will be MPPs, Board members, the Advocacy Task Force, and Committee Chairs. Speeches will be delivered beginning around 6:15pm by Board Chair Jim Bennett and Minister of Tourism and Culture Michael Chan.

**8. Next Meeting** – will take place after the AGM, likely late February or early March

**9. Adjournment** – 10:43am