

Federation of Ontario Public Libraries

Marketing Task Force Meeting (Teleconference) September 8, 2010 from 10:00 to 11:30

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
Irene Moore, Trustee, Terrace Bay Public Library Board
Ian Ross, CEO Whitby Public Library
Paula Thomlison, Manager Marketing, Communications & Development
Brantford Public Library
David Allen, CEO Federation
Wendy Bray, Administrative Assistant, Federation

Regrets: Sheri Mishibinijima, CEO Wikwemikong Public Library

Rudi Denham joined the meeting at 10:15 and Murray McCabe joined the meeting slightly later.

MINUTES

1. Call to Order

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

2. Approval of Agenda

MOTION

Moved by: Irene Moore / Seconded by: Mary Baxter

That the agenda for the meeting be approved as circulated.

CARRIED

3. Minutes of Meeting on June 9, 2010

MOTION

Moved by: Mary Baxter / Seconded by: Ian Ross

That the minutes from the meeting held on June 9, 2010 be approved.

CARRIED

4. Report on AMO

The Federation's participation at the Association of Municipalities of Ontario (AMO) Conference in Windsor continues to be of great value to the Federation. The Federation's information booth, set up in the Exhibitors' Hall, attracted many city/town councillors and mayors. The location and layout of the Exhibitors' Hall facilitated much more traffic than last year's arrangement in Ottawa. The booth was staffed by many hard working volunteers:

Ray Guillet, Chair, Windsor Public Library Board

Barry Holmes, CEO, Windsor Public Library
Ron Bertram, Member, Windsor Public Library Board
Lorena Shepley, Member, Windsor Public Library Board
Sonia Lewis, CEO, Kitchener Public Library
Terry Metcalf, Chair, St. Thomas Public Library Board
George Saarinen, Chair, Thunder Bay Public Library Board
Jim Bennett, Chair, Board of Directors, Federation of Ontario Public Libraries
David Allen, CEO, Federation of Ontario Public Libraries

In addition to the information booth, the Federation also had the opportunity to meet privately with Michael Chan, Minister of Tourism and Culture. The meeting was short but Minister Chan expressed his commitment to analyzing and remedying the existing provincial operating grants to public libraries. The Federation's delegation included Board Chair, Jim Bennett, Provincial Funding Chair, Sonia Lewis and CEO David Allen.

The AMO Conference will be held in London next year.

5. Preparations for OPLW

This year the Federation partnered with the Canadian Library Association in producing posters and bookmarks. Packaging and distribution was handled by the printing company that produced the posters and bookmarks. All libraries received their promotional materials by the end of August / beginning of September.

Sponsorship donations totalled \$12,100 for 2010 (\$12,021 in 2009). AMPLO increased their support from \$750 to \$1,000; Ministry of Culture contributed \$2,100 (\$2,271 in 2009). Next year, a proposal with a request for OPLW support as well as additional funding will be submitted to the Ministry by the Federation.

The FOPL website has been updated—graphics of the posters and bookmarks are available. Wendy is currently compiling a list of activities occurring at public libraries province-wide; this list will be posted shortly to the FOPL website. Daniel at the Library cannot be viewed via U-Tube. A link for viewing this episode will be made available on the FOPL website during the month of October. A media release and proclamation will also be made available. An email outlining the OPLW toolkit will be sent out to FOPL members shortly.

The OPLW launch has been confirmed for Monday, October 18th, 7:00 – 8:00 pm at the Aurora Public Library. Minister Michael Chan will be in attendance.

6. Approach to Rolling Out the Marketing Plan

David presented a division of responsibilities for Task Force members and Federation staff at the last meeting on June 9th to ensure the many priorities of the Marketing Plan are implemented.

Task Force Responsibilities

a. Arrange and write magazine articles and co-op ads (Rudi)

Task Force members suggested various journals – Municipal World, Access/OLA, Hoopla to review and utilize for ideas.

b. Prepare an Annual Report on state of public libraries (Rudi & David)

Rudi pre-circulated an outline of the purpose, focus and audience the annual report would potentially serve. After much discussion, members felt that the annual report should appeal to a broad audience with a “soft call” to action. The articles should celebrate the successes and include the achievements of the Federation as well as the “challenges” or “focus” for 2011. Everyone agreed that the report should be approximately 4 pages in length and to contract a graphic design firm to produce an attractive and professional document. It was felt that approximately 600 hardcopies should be made available for CEOs and Board members as well as an electronic pdf. David and Rudi will provide quotes for printing at the next teleconference.

c. Launch, promote and maintain closed wiki for members (Melissa)

Melissa presented the members with information concerning the commonly used web-based wiki platform provided by PBworks. The most basic wiki they offer is free for libraries. The basic edition allows up to 100 users. Task Force members recommended that the Federation begin with the basic edition as a pilot project and upgrade in the future if necessary.

d. Set up Ontario public library Facebook fan page (George)

George informed Task Force members that a Facebook page will be ready for roll-out by the third week of September.

e. Launch and promote speakers bureau (George)

George is in the process of collecting names.

Federation Staff Responsibilities

Two factors have resulted in revised timelines:

1. Priority is being given to implementing new email and web hosting systems to support many of the activities listed in the Implementation Plan.
2. Turnover of the Administrative Assistant has caused delays.

f. Issue Internal Email Newsletters

David will continue with quarterly CEO’s Report to FOPL members.

g. Assemble Contact Lists for Trade Media, Library “Industry” and Enthusiasts

Focus to date has been on province-wide local media contacts (newspaper and radio)

h. Send Email Blasts to Library “Industry” and Enthusiasts

Will be more consumer in nature.

i. Prepare Media Information Kits & Promotional Items

The Federation has the content; the focus is now on design.

j. Re-Skin and Update Website

Federation staff are in the process of selecting a new content management system which will be web-based, easy to update on site with no need to download programs.

k. Prepare Op-Ed Copy Points for Local Libraries and Trade Media

The Federation prepared op-ed copy points for the upcoming municipal elections. An increased frequency of such information will be made available to members.

l. Coordinate Chair’s Speaking Tour

The travel and incidentals budget will need to be re-evaluated for the increase in travel.

7. Other Business

Task Force members recommended that another email be sent out to the FOPL membership reminding them of the Municipal Elections Toolkit available online.

8. Next Meeting – early November

9. Adjournment – 10:55 am