

Silver City Public Library

Library Board Meeting Minutes Oct 12, 2016

Meeting held at the Public Library, 515 W. College Ave., Silver City NM

Present: Ted Lynn Hannah Wecks
Eileen Sullivan, Mike Dowd, Judy Brown-
Lawson, Lynda Aiman-Smith

Absent: David Krisch
Public/Guests present: Kenzie Rinehart
Dave Thompson, Kim Clark

Call to order by Ted Lynn at 4:16pm

Approval of Minutes from Sept 14, 2016 board meeting

Approval of Agenda – motion and moved New Business – Student Intern Presentation to right after Public input

Public Input – None

Presentation of report on “Branding the Library” – by WNMU Intern Kenzie Rinehart

Goal is to make the library stand out in the community. What would attract people to come to the library.

Branding incorporates goals and mission

A strong brand highlights the uniqueness

Strong brand is clear on target market – for example do we want to target young adults and young professionals

A strong brand sets up a strong relationship with the community

Example of how to tie an emotion or attribution to the library

Branding supports recognition, trust, any advertising, financial value, inspires staff, generate new patrons

There are so many things that a library offers beyond checking out books, and branding can help signal that. Market to what the library can offer, and be clear about what the library does not offer

Overview of steps

Identify target market

Tailor message to that market

Fold mission statement into brand

Benchmark other libraries and successful organizations

Create logo and tagline

Form the voice of the library – words and ideas that we want people to think when they think SC Public Library

Launch and disseminate all this info

Questions

How do you see the library

What makes it special

What message is the library trying to send to the community

What does the library offer that differentiates from other places in town

Action – Eileen work on setting up some potential times. Perhaps send out questions ahead of time for people to work on.

We all thanked Kenzie for her presentation

Reports

- A. Memorial Report – not too much to report
- B. Friends of the Library Report None
- C. Foundation Report Upcoming meeting will be on bylaws and budget, and inviting at least one more member for that group
- D. Librarian's Report – it has been really wonderful to be fully staffed! Chris Baumgarn has been busy Wildworks every Th. New baby time program just started, and was well attended A new craft program will be coming soon. Three new PAC computers will go into the children's area

Old Business

Update - Public Forum to discuss library strategic plan – Eileen Sullivan
Will be holding forum in Feb 2017, Eileen thinking about an outdoor event also in the late spring

Other New Business

Welcome to our new member, Judy Brown-Lawson

Adjournment at 4:53pm

Minutes approved at the Nov 9, 2016 Library board meeting.
Respectfully submitted Lynda Aiman-Smith, Secretary