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By City Clerk at 9:00 am, Nov 12, 2024

Amesbury Library Board of Trustees Communications Committee Meeting

Date/Time/Location: Monday, August 12, 2024/ 6:00 p.m. / Amesbury Public Library

Attendees: Anne Campbell, Jessica Ducrow, Makeighlee Marstaller, Bernadette Lucas

APL Staff present: Aimie Westphal – APL Director

1. Meeting called to order at 6:04 p.m. by Anne.

2. Communications ideas from events and conferences

a. Mak attended National Night Out with Aimie. Flier at the Library booth explaining the Trustees and the Friends and mission statement. Flier could be helpful to use in other settings. For future events, could be helpful to have map to show people how to get to the Library.

b. Aimie attended a three-day conference looking at Trustees, Friends, and Foundations and ideas to help unite the groups and make it feel like you're all a team. Ideas include:

-have Friends, Trustees, and staff have a quick, snappy explanation they all know for explaining the different groups

-have someone from the Friends attend the Communications subcommittee meetings and the monthly Trustees meetings.

-Social media – have Trustees help reply to things that come up on Amesbury Talks Facebook group

3. Elevator pitch discussion

a. Mak has the notes from the retreat and will type up and share. Bullet points from the flier used at National Night out would be helpful for people as well.

4. Advocates and allies

a. Jessica will put in a spreadsheet and assign at September meeting (who and how they'll connect with them. Newsletters for Chamber of Commerce and Council on Aging will be useful communications outlets as well.

5. Talking points for common questions

a. How is the Library contributing to the community? Why is it vital to the community? What does it do for me?

b. Do you have a Library of Things? How do I know what's available? (Bernadette to work on some talking points for this.)

c. How does the consortium work?

d. What's the difference between the Trustees and the Friends? (Mak to work on some talking points for this)

e. What do the Trustees do? (Anne to work on some talking points for this)

6. New business - None

7. Other – Will schedule next meeting in October

8. Adjourn at 7:05 p.m. Motion by Jessica. Second by Bernadette. Unanimous.