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By City Clerk at 8:40 am, Jun 09, 2025

Amesbury Library Board of Trustees Communications Committee Meeting

Date/Time/Location: Tuesday, February 18, 2025/ 7:00 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 7:05 p.m. by Anne.

2. Subcommittee meeting minutes

a. December 11, 2024 minutes – Motion to approve as presented by Jessica. Seconded by Anne. Unanimous by all present for the December meeting.

3. Old business

a. Talking points to common questions:

-What's the difference between the Friends and the Trustees? Aimie and Mak have finalized response.

-What do the Trustees do? Anne to revise first draft based on Aimie's previous feedback and send to Aimie with the grid from the onboarding packet.

-What is the Library of Things? Aimie provided feedback for potential revisions.

a. Communications related to Facilities Master Plan – The circulation desk move still brings up the FMP in conversation with patrons. Potential for an article in the Chamber of Commerce newsletter based on feedback on the desk moving. January 15 was the most recent deadline, so March 15 is likely the next. (Publication is quarterly.) Could add an FAQ on the FMP page or around capital planning questions. Aimie and Jessica registered for a Boston Public Library listening session about accessibility.

4. New business

a. Budget season communications – Aimie wrote to Library patrons about the budget last year asking for advocacy, writing to council members. Rethinking the intent and timeline of the communication. There is potential to create an infographic with quick facts. It would be a touchpoint, not an appeal. It would be informational about where our budget dollars go. Charts show patron activity is back to pre-pandemic levels. Could share those charts on Amesbury Talks as well and then link to the full letter on the website. Aimie will write, and Trustees will help with distribution.

5. Other

a. Call to Amesbury authors – Discussed potential for communication with Amesbury authors. Library has policies that address this and labels local authors with a sticker for visibility in the collections. Is there potential for a section in the Stacks bookstore?

b. Friends liaison – Invite their marketing subcommittee or someone else from the Friends to join communications subcommittee meetings.

c. Legislative breakfasts – There's one coming up in March in Andover. Different libraries host them throughout the year. There might be an Advocacy Day in March as well.

6. Adjourn at 7:49 p.m. Motion by Bernadette. Second by Jessica. Unanimous.