

**LAKE BLUFF PUBLIC LIBRARY**  
**BOARD OF TRUSTEES**

Outreach Committee Meeting  
Wednesday, October 7, 2015

**1) Call to Order; Roll Call:**

The meeting was called to order at 2:00 pm by Committee Chair Carl Schons.  
Board of Trustees Member Attending: Scot Butler  
Board Member Absent: Board President Kathy Meierhoff  
Library Staff Present: Library Director Eric Bailey  
Members of the Public Attending: None

**2) Discussion**

- a) Schons moved and Butler seconded to approve the Meeting Minutes of the June 2, 2015 Committee meeting. All voted aye.

**3) Discussion**

- a) Committee goals and objectives for FY 2015/2016 were discussed as follows:

**Goal #1 – Continue to explore ways to get word out about current and future Library materials, services and programs using traditional and cutting edge methods.**

*Objective 1 – Use printed material via the U.S. Mail to deliver Library information to the area serviced by the Library.*

Action Steps – Maintain the current mailing of the “Book Chat”, a seasonal color flyer to residential customers showing what’s new at the Library.

Responsible Group or Person – All Library Staff

Timing – Continue seasonal mailings

*Objective 2 – Add informative material to the website to keep local residents apprised of ongoing and new activities and availabilities at the Library.*

Action Steps – Provide listings of new books, DVD’s, CD’s etc. along with any other information that could encourage residents to come to the Library.

Responsible Group or Person – Martha O’Hara

Timing – Ongoing

*Objective 3 – Place signage (posters etc.) in and around the Library and in the community at large to build awareness and to support important Library events and activities*

Action Steps – Create simple, easy to read signs that clearly show event information.

Responsible Group or Person – TBD

Timing – When appropriate to support events

**Goal #2 – Build and maintain relationships with local news reporters to ensure coverage of Library events and needs.**

*Objective 1 – Contact local newspapers to highlight Library functions and showcase special events in printed articles or series of printed articles.*

Action Steps – Develop a positive relationship with reporters of local news agencies including the Lake Forester, Patch, the Chicago Tribune and the Chicago Sun Times and make sure to keep current with who the current reporter(s) are who cover the Lake Bluff/Lake Forest area.

Responsible Group or Person – Library Staff (Eric & Lilliana)

Timing – Ongoing

**Goal #3 – Promote specific segments of the existing collection such as large print books and access to foreign language materials to assure that borrowers with special needs are aware of the Library’s offerings.**

*Objective 1 – Build and maintain partnerships with District 65 schools and Lake Forest High School.*

*Objective 2 – Provide Home Delivery to appropriate organizations including local Senior Centers, Churches, Hospitals Fitness Centers, Lake Forest Place, Elderly Care Centers etc.*

*Objective 3 -- Create signage (posters etc.) to highlight new offerings.*

*Objective 4 – Identify new titles on the Library website.*

Action Steps – Approach each of these objectives aggressively to ensure exposure of all Library materials and to encourage local residents to visit the Library more often..

Responsible Group or Person – All Library Staff

Timing – Ongoing

**Goal #4 – Continue to use existing connections in the community to advocate for the Library.**

*Objective 1 – Work with the Long Range Planning Committee to continue the dialogue established with local organizations and individuals who were contacted as part of the survey conducted in April and May.*

- b) Butler moved and Schons seconded that the goals for FY 2015/2016 be approved. All voted aye.

**4) Discussion**

- a) Library Open House of September 21<sup>st</sup> was discussed. Library Director Bailey confirmed that posters used at the event are being rotated around the Library and that he will continue to do so in the future. Director Bailey also confirmed that he will send letters to everyone who attended the Open House thanking them for their participation.

**5) Adjournment**

- a) Butler moved and Schons seconded that the meeting be adjourned at 2:50 pm.  
All voted aye.

Respectfully submitted

Scot Butler