

LAKE BLUFF PUBLIC LIBRARY
BOARD OF TRUSTEES
Outreach Committee Meeting
Thursday June 1, 2017

1) Call to Order; Roll Call:

The meeting was called to order at 2:03 PM by Committee Chair Tim Kregor.

Board of Trustees Members Attending: Kate Butler and Kathy Meierhoff

Library Staff Present: Library Director Eric Bailey, Staff Members Martha Cordeniz O'Hara, Lilliana Lavallo and Eliza Jarvi

Members of the Public Attending: None

2) Discussion

a) Approve April, 19 2016 Outreach Committee meeting minutes

Motion to approve: Kate Jackson, Second: Kathy Meierhoff

AAYES: Kathy Meierhoff, Kate Jackson, Tim Kregor

NAYES: None

b) Define outreach to establish committee scope as:

Library participation and partnering with external community groups and businesses to build mutual value.

c) Outreach opportunities will be evaluated with the following criteria:

1. Community impact – potential to create positive effects in Lake Bluff

2. Targets reached – balancing total outreach portfolio to reach key library target groups

3. PR opportunities – potential for extending communication reach based on the likely pickup from external media

4. Calendarization – balancing total outreach portfolio to prevent seasonal gaps or work overload

5. Staff demands – estimate the amount of workload created by each opportunity to prevent staff overload

6. Revenue potential – opportunity to generate new revenue streams for targeted or specific library use

d) Outreach Committee 2017-18 goals:

1. Score the existing roster of outreach activities with the new criteria and establish a ranking of value to the library.

2. Review all existing and new outreach activities with the same criteria at least once per quarter.

3) Adjournment

a) Motion to close the meeting by Kathy Meierhoff and seconded by Kate Jackson at 2:53 PM.

AAYES: Tim Kregor, Kathy Meierhoff, Kate Jackson

NAYES: None

Submitted,
Tim Kregor