

GLENVIEW PUBLIC LIBRARY BOARD OF TRUSTEES
Public Relations & Marketing
MINUTES
July 24, 2019

PRESENT **Allan Ruter** **Carol Schmitt** **Kathy Vega**
(Board)

PRESENT **Vickie L. Novak, Library Director**
(Staff) **Jane Berry, Assistant Director**
 Christine Klimusko, Business Manager

GUESTS **Hilary Gabel, Director of Communications**
 Kathleen Mammoser, Project Coordinator

1. CALL TO ORDER AND ROLL CALL

Committee Chair Schmitt called the meeting to order at 3:34 p.m. and the roll was called.

2. NEW BUSINESS

(a) Recap of Decisions from Previous Meeting

Trustee Schmitt gave a brief overview of the January 8, 2019 meeting.

(b) Discussion re: Key Elements

i.) Who to Invite

The invitation list will include the Secretary of State, legislative officials, senators and representatives, Village of Glenview Officials, members of the Glenview Chamber of Commerce, fellow Library Directors, Glenview School District Board Members, school officials, district school teachers, Park District Officials and Glenview residents.

Director of Communications, Hilary Gabel, has planned a series of articles for the 2020 editions of Lines. She also plans to use *Events by Email* and the Glenview newspapers to promote the Anniversary.

ii.) What Types of Activities

The Committee will consider various types of activities for all age groups: children, teens, adults and seniors, focusing on Saturday and Sunday, after the 90th Anniversary and grand opening of the Market Place and Innovation Center on Friday night. Activities for the night of the Anniversary could include “behind the scenes” tours of the library, to include the various department workrooms and opening the terrace for the evening. It was agreed that the Library will be closed for library business the evening of the anniversary gathering.

iii.) Logo for 90th Anniversary

Library Graphic Designer Bronwyn Sill will prepare a 90th Anniversary logo for Committee review. A commemorative library card was suggested.

iv.) Souvenirs for Public

Suggestions for souvenirs for Glenview patrons to earmark the 90th Anniversary included coffee mugs, tote bags, and pop sockets. A “golden ticket” ideas was presented, as well as amnesty on library fines during the week of the Grand Opening. A gift for the 90th person checking out each day during that week was suggested.

v.) Staff Appreciation

Library Director Novak mentioned that denim shirts were purchased for the 75th anniversary for Staff and Trustees. Suggestions for the 90th Anniversary included polo shirts, fleece jackets, fleece vests, etc. Assistant Director Berry has contacted Arrow Graphics and he should be able to work within the budget.

vi.) Formal Program, Speeches, etc.

Trustee Ruter suggested Glenview History Center Director Beverly Lawson make a presentation at the 90th celebration, as she did a great presentation at the Library’s 75th Anniversary. The Committee would like to invite some of the Glenbrook South music students to entertain during the Anniversary Celebration. Suggestions included the jazz band and the chamber singers.

vii.) Caterers

The list of caterers included Catered by Design, Catering by Michaels and Sunset Foods. As the event draws closer, a caterer will be selected. Bartenders can be hired and will have the proper licensing and insurance, so there is no liability on the Library's part.

(c) Discussion re: Budget for 90th Anniversary Celebration

Library Director Novak and Director of Communications Hilary Gabel prepared a preliminary budget for the 90th Anniversary and presented the budget to the Committee. Novak and Gabel will finalize the budget and present to the full Board of Trustees at the Department Head Budget Presentations on Tuesday, August 13th. The anniversary budget will have a dedicated general ledger budget line to track costs and will be included in the Communications Department budget for FY2020.

(d) Solicit Corporate Sponsorships

It was suggested that the Committee reach out to the Summer Reading Program sponsors via letter to request donations for the 90th Anniversary. Sponsors could be mentioned in the 90th Anniversary program, on the Library's rotating messaging on the LED monitors located throughout the Library, and on poster boards welcoming guests to the Library and the event.

3. OTHER

None at this time.

4. PUBLIC COMMENTS

None at this time.

5. ADJOURNMENT

There being no additional business to be brought before the Public Relations and Marketing Committee, Chair Schmitt requested a motion to adjourn.

MOTION Moved by Ruter, seconded by Vega, to adjourn.

Voice vote taken. All ayes. No nays. Motion carried.

The meeting adjourned at 4:50 p.m.

Respectfully submitted,

**Carol Schmitt, Committee Chair
Glenview Public Library
Public Relations and Marketing Committee**