

**Joint Meeting of the Strategic Planning Committee's  
Communications/Marketing Subcommittee and Kaskaska County Library Board of Trustees  
Special Meeting Minutes / October 19<sup>th</sup>, at 9:00a.m.**

1. Call to Order by L. Cervone at 9:00
  
2. Attendance/Introductions  
BOT present: L. Cervone, L. Wolcott, M. Moran, C. Cook  
BOC present: none  
Communications/Marketing: Val Shaw, Becky Wesley, Sharon Curell, G. Gentilia, Carrie Crigier  
Staff present: Deb Bull, B. Chaplin,  
Others present: Jay Zrimek, Megan Olds
  
3. Call for Public Comment: none
  
4. Unfinished Business:
  - a. Media Training – Tabled until a Board decision on October 25, 2016
  - b. New Timeline – Pending Board decision
  - c. Conference Call Options – Pending a discussion with TADL
  - d. Feasibility Letter – Tabled until next Communications meeting
  - e. Talking Points - Tabled until a Board decision on October 25, 2016
  
5. New Business
  - a. Megan Olds  
Discussion regarding options of services  
Scope of work; pick-list menu of services; start to finish project services, hourly  
  
Four themes:
    1. Scope (where, why, who is building)
      - a. Internal
      - b. External
      - c. Financial Feasibility
    2. Communications
      - a. Media coaching
      - b. Identifying key participants/core champions
      - c. Identify Talking Points
      - d. Tailor messages and method of disbursing messages
    3. Development of Fundraising/Feasibility Plan
    4. Implementation of Plan

**MOTION by Cook to recommend to the BOT that we ask Megan Olds (Parallel Solutions) to develop a menu of her services for the BOT in anticipation of engaging her services to assist with Community Engagement plans as part of the New Library Project.**

**Second by C. Crigier**

**Motion passed unanimously**
  
6. Call for Public Comment: none
  
7. Adjournment at 10:10

Respectfully Submitted,  
Deb Bull  
Recording Secretary