KALKASKA COUNTY LIBRARY

Strategic Planning Committee

August 22nd, 2017

9:00a.m.

1. Meeting called to order at 9:02
2. Attendance/Introductions

BOT: D. Needham, M. Moran

Friends of the Library: S. Hurd, M. Coville, D. Bull

Staff: J. Roberts

Others/guests: G. Gentelia

1. Call for Public comment: none
2. Unfinished Business

a. c2ae breakdown of costs – Conference call with D. Jenson A second call will be scheduled by Roberts to clarify questions after consulting with L. Cervone.

5. New Business

a. Communication Plan Consultant

b. Jennifer Lake from Brand Tonic

i) email [jen@brand-tonic.com](mailto:jen@brand-tonic.com)

ii) website <http://www.brand-tonic.com>

iii) Facebook <http://www.facebook.com/brandtonic>

6. Other Business a. Secure community leaders

b. Meeting with K. Rogels

c. Consult with other community leaders

d. Lessons Learned meetings with Interlochen (MaryBeth Hardwick) and Fife Lake Library

7. Action Items:

a. Gentelia will contact D. Jerdee re: Little Green Light b. Hurd & Needham will meet with Rogels

c. Hurd will contact DataSpade

d. Hurd will consult with Cervone with re: Megan Olds & Communications goals.

1. Call for Public Comment: none
2. Adjournment at 10:55.

Respectfully submitted,

Deb Bull

Recording Secretary