

LINCOLN PARISH LIBRARY BOARD OF CONTROL

Minutes of Meeting

May 19, 2021

The Lincoln Parish Library Board of Control Liaison Committee Meeting was called to order at 4:08 pm by Dr. Clark, Library Board President. Board members present included Dr. Augusta Clark, Mary Jo Cooper, Diana Humphries, Amy Miller and Jan Canterbury.

The agenda was approved with a motion from Mrs. Miller and a second from Mrs. Humphries. All yes. Motion carried.

There were no public comments.

Dr. Clark welcomed members of the public and the Committee Members.

The Marketing Committee made the first presentation. Mr. Sam Williams presented on behalf of the Marketing Committee. The Committee stressed the need for the Board to consider revamping the current policies and procedures for the Event Center. They also recommended a line item for marketing be added to the budget, as well as utilizing the Friends of the Library to help with marketing efforts, working to develop email and social media marketing strategies to reach a wider audience, explore partnerships with local universities for marketing legwork and best practice ideas, and prioritizing community outreach as a leg of the marketing efforts.

Mrs. Cooper made a motion to accept the report from the Marketing Committee. Mrs. Miller seconded the motion. All yes. Motion carried.

Mrs. Humphries informed the Board that the Building and Grounds Committee had an on-site walk through scheduled for later that week and that they would have a full report to follow.

Mr. Bill Jones presented for the PR Committee. He strongly recommended having an old fashioned campaign effort combined with marketing through modern platforms such as social media to tackle the upcoming election. Mr. Jones informed the Board that there were still heavy misconceptions surrounding the Library and the election being circulated among the public, and the Library's efforts needed to focus on clearing those things up. Their recommendation was to gain the help of several key organizations and members of the public to help navigate inner circles to ensure the right information was getting out.

Jeremy Bolom presented for the Acquisitions and Purchasing Committee. The committee recommended exploring alternative services to provide more cost efficient avenues for ebook and other digital resources used by the public. They also mentioned promoting such services and library collections through marketing to targeted audiences with key interests, offering alternative services based on public need, and providing unique services such as special library cards or other more personal user experience avenues. The committee also strongly recommended revisiting the Selection Policy and considering stronger verbiage such as that found in the Unattended Children Policy in order to back up

library procedures. They also recommended the Library consider reaching out to local book clubs for further community outreach.

Jay Ligon gave an update on the Friends of the Library. He mentioned the new Facebook page as well as their plans to market key library services and upcoming events. He also informed the Board and public of the Friends of the Library Book Sale to be held at the Library from Thursday, June 3 through Saturday, June 5.

The Finance Committee was absent.

Mrs. Miller made the motion to accept the final reports from the other committees. Mrs. Humphries seconded the motion. All yes. Motion carried.

Mrs. Miller made a motion to adjourn the meeting. Mrs. Cooper seconded the motion. All yes. Motion carried.