

Mayor's Blue Ribbon task Force

Awareness, Advocacy and Marketing Working Group

November 14, 2013

Arcola Lakes Branch library

Summary Notes

The meeting started at 4:15 p.m.

Bill Busutil

- Welcome, introduction
- Review of last Task Force working group meeting – posted ideas on wall
- Guiding question
- Explanation of the process
 - Continued with ideas for about 40 minutes
 - 8 dots given to working group members
 - Participants placed dots on best ideas after all ideas where posted

General

Question: What % of library's funding is spent on marketing?

One group wanted to know the difference between the Advisory Board and the Foundation and why the Foundation is no longer active. Raymond Santiago provided answers.

One group had questions about budget. Lisa Martinez was available to give answers.

Lisa Martinez thanked the group on behalf of the Mayor for their work.

Meeting ended at 5:30 PM.