

Awareness, Advocacy and Marketing Working Group Summary Notes.
November 21, 2013. 4:00 pm to 6:00 pm

Bill Busutil went over notes from last meeting. The 7 ideas with the most dots were distributed to each table and were placed as headings on the wall. 1 or 2 ideas per table.

What are the benefits? Please include benefits.

Ideas should be tied into cost- will the idea cost more? Less? Or the same.

What are the barriers to implementation? What are the aides to implementation?
Please include barriers and aids to implementation.

The headings on the wall were as follows:

1. Marketing plan
2. Themes for specific advocacy.
3. Expand advocacy with friends
4. Libraries as a component of a world class cultural community.
5. Increase amenities
6. Cross promotion opportunities
7. Re-engage municipalities.

Bill went over the items on the wall.

A discussion regarding municipality representation on the library board took place. Raymond Santiago said that the current board has 2 seats for Miami Beach representatives. The group felt that more municipal representation was needed and this was added to the wall.

Bill Busutil reminded the group about the meeting on December 5th at 10:00 am. Sylvia Mora said a reminder would be sent out.

Meeting adjourned at 5:45. (Please see attached wall notes for further information.)

