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**North Hampton Public Library - Board of Trustees**

**Meeting Agenda**

**Notice of Public Work Session**

**By Zoom**

**Tuesday, May 25, 2021**

**4:30 PM**

**Attendees:**

Chair: Susan Leonardi

Treasurer: Jacqueline Brandt

Secretary: Kathleen Kilgore

Alternate: Emily Creighton

Library Director: Susan Grant

Assistant Director: Liz Herold

Guest: Kirsten Larson-Schultz, Marketing Ally

Chairs open the meeting at 4:37 pm

All in attendance recite the Pledge Allegiance.

New Business

The Chair introduces Kirsten Larson-Schultz to make a presentation for a Marketing Campaign for the Library.

Kirsten Larson-Schultz introduces herself and provide the Board a history of her career in marketing and her passion for her community.

Susan Leonardi feels it would be beneficial if we had a guide to the new library, a campaign to reach out to community, and bring new members of our community into the library. Jacqui Brandt agrees. Susan Grant mentions we do a good job of reaching out and contacting people that value the library in our community, but there is a need to reach out beyond our base and introduce the library and the other resources the new library/community center will have to offer.

Kirsten concludes her presentation emphasizing the opportunity to strengthen the branding of the library thru marketing and open communications with the community.

The Board thanks Kirsten for her time and thorough presentation.

The Board discusses the presentation provided and moving forward.

Marketing Campaigning Road Map - $ 750.00 (annual), $ 450 per quarter marketing services

The consensus of the Board is to fund this initial contract in the current budget year and adding marketing to the operational budget going forward.

Motion: I make a motion that we contract with Marketing Ally for marketing services for the

Library with payment of the contract to be paid with the current fiscal budget,

provided that an invoice is received prior to June 30, 2021.

Made by: Kathleen Kilgore

2nd by: Susan Leonardi

Vote by Roll Call:

Jacqui Brandt – Yes

Katheen Kilgore – Yes

Susan Leonardi - Yes

Administrative

Motion: I make a motion we pay LaVallee Brensigner Architects, Invoice 15372 5-11-2021 $ 6,541.38. The source of funding for this payment to be from the bond proceeds as authorized in the warrant article #9, March 2020.

Made by Kathleen Kilgore

2nd by Jacqui Brandt

Vote by Roll Call:

Jacqui Brandt – Yes

Katheen Kilgore – Yes

Susan Leonardi - Yes

Susan Leonardi, the Chair closes the meeting at 8:15 pm

*Minutes by Recording Secretary: Kathleen Kilgore*

**Approved:**