



FINAL MINUTES
LIBRARY BOARD OF TRUSTEES
COMMUNICATIONS COMMITTEE MEETING
July 16, 2026

The committee held a regular meeting on July 16, 2026 at 5:30 p.m. in the SBPL Board Room, and by Zoom

Members present: Holly Painter, Chair; Whitney Kirzinger, Stacey Pape, Rebecca Stazi, Leslie Van Wagner Also present: Bree Drapa, Library Director

1. **Call to order (5:30 p.m.)** Chair Holly P. called the meeting to order at 5:30 p.m. Library Director Drapa shared a sign-in sheet for the Chair and Committee member to mark their meeting attendance.
2. **Review of library exits** Chair provided instructions on emergency building exits.
3. **Additions and deletions to the posted agenda** None
4. **Comments and questions from the public not related to items on the agenda** No public present
5. **Approval of regular committee minutes of June 18, 2026**
MOTION: Rebecca motioned to approve the June 18, 2026 meeting minutes with minor edits. SECOND: Stacey. ACTION: Motion passed unanimously.

6. Updates

6.A. General library flyer/poster Holly distributed the flyer at trustee meeting and sent out a spreadsheet for folks to sign up sharing where they will post. Everyone to pick 10 spots.

Bree will talk to Amanda to sketch out a teen-specific poster and ask Andy to format it.

6.B. Summer/fall tabling - Sue and Holly talked about connecting with schools. Superintendent Joe is very excited to have library staff and trustees tabling at School Open Houses to sign kids up for library cards and has reached out to the principals. Whitney will work with Sue to coordinate. Rebecca reached out to AI's and they are very willing to let us table outside to encourage library sign up.

Adult Services will do the last two Farmer's Market to encourage adults to engage with programming.

Holly will reach out to Cairns Arena about tabling there in the late fall.

6.C. Pride - Happening September 13th. We will find out how to sign up for a table and marching. Staff would like to table with trustees and hand out books and are working other programming around Pride (zines and gaming with dice). Leslie and Stacey will co-captain to organize marching and tabling. T-shirt update – Jessie is open to the idea of exploring creating a t-shirt with library logo in pride colors. Bree to talk to Andy. Bree and Leslie have vendors that they have worked with in the past. Potential design - “All are Welcome at the Library” in white lettering on the back and rainbow the logo on the front. Need to make a google form with sizes --- and color if necessary.

Rebecca has options for dice bags – looking at purchasing 150 mix of teal blue, royal blue, and green 4”x4.7” bags from Etsy. We will add D&D dice and add little card about gaming events.

Stacey will continue to work with Friends on procuring queer books to add to table.

Other Event updates: September 19th – Hannah Miller the knitter (Handknit by Hannah) is presenting at their last library and it might be nice for SBPL Library to represent at the event. Rebecca will send a notice out to the trustees.

7. Strategic plan & staff communications survey

Whitney summarized the staff communication survey (see below) and will send this out to full trustees to be used as part of strategic planning meeting. Bree suggested that we use the same survey next year to see if there are changes. Rebecca noted that we should be look at posting at some of the ethnic grocery stores to encourage folks to come in.

Library Staff Marketing Priorities Summary/Themes

- Respondents were a mix of Circulation, Youth Services and Adult Services.
- Respondents ranked word of mouth and in-library signage as the most effects outreach, strategies that are not reliable, consistent, and wide reaching. This demonstrates a need for more strategic and efficient approaches, especially if we’re trying to bring in new patrons.
- Respondents called out several times that it’s hard to know what’s working, especially in other departments. Indicating need for measurement strategies and effective sharing across departments.
- Children and youth seem to be generating the strongest community response.
- Most common challenges reaching the community mentioned were teens and diverse audiences.
- Most common underutilized programs and services were middle grade programming, tech services, digital resources, and non-book services and things (LoT, passes, puzzle swaps).
- Specific audiences staff would like to prioritize are immigrants, queer people, teens, young adults (20s-30s).
- Marketing tactics staff would like to see are a dedicated outreach resource, better social media presence, cool posters designed by local artists (specifically, highlighting philosophical reasons libraries are important), flyers in relevant businesses (e.g., book club posters in bookstores). Flag for potential partnership with SB3C, Public Art Committee, or high school and middle school art programs. There could be high

schoolers who want to design posters as a resume building volunteer opportunity (would need brand guidelines).

- Better social media mentioned a few times
- Need for unified branding kit for flyers, and/or standardized flyers for book clubs, art activities, etc.
- Need for multilingual marketing.

The Committee decided to save discussion of the strategic plan for the next meeting.

Adjourn The meeting was adjourned at 6:47pm

Respectfully submitted,
Stacey Pape