

**BOISE PUBLIC LIBRARY  
FOUNDATION FOCUS GROUP**  
Meeting Minutes  
June 8, 2011

**PARTICIPANTS:**

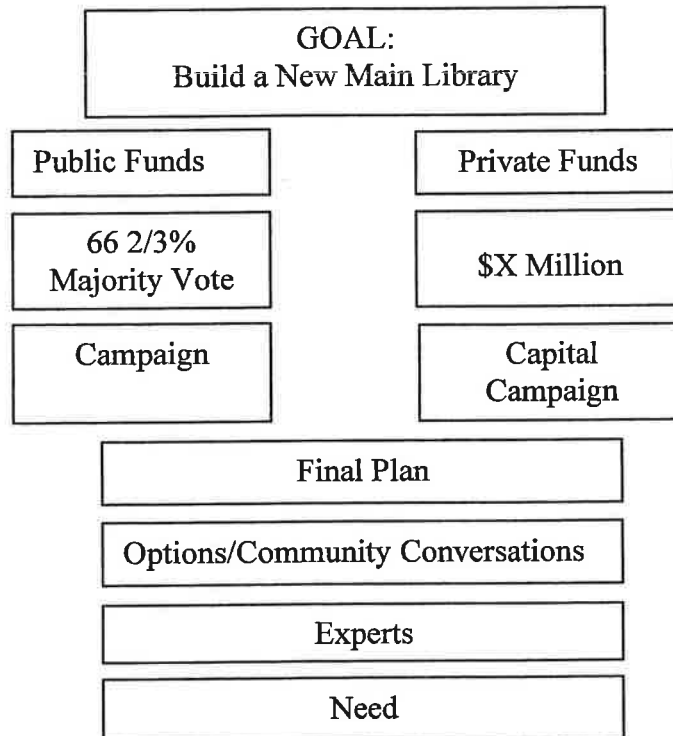
Dylan Admunsen, Drake Cooper  
Denise Baird, Library Board of Trustees  
A.J. Balukoff, Library Board of Trustees  
Kevin Booe, Library Director  
Bill Drake, Drake Cooper  
Bev Harad, Library Foundation Board of Directors  
Jo Anne Michaels, Friends Board of Directors  
Celynda Roach, Library Foundation Board of Directors  
Driek Zirinsky, City Leader/Community Fundraiser

**PURPOSE:**

To develop a public relations strategy to improve Boise Public Library's visibility in the community and list the potential elements of a 21<sup>st</sup> century library in preparation for an annual donation campaign and future capital campaign for a new Main Library.

**FIRST STEPS:**

Drake reviewed that in the past few months he has worked with the Foundation Directors in library branding sessions. He began discussions today on how to reach Boise Public's goal of a 21<sup>st</sup> century new Main Library by demonstrating a diagram that progresses "back in time."



Step One: Establish what the need is to make Boise Public a 21<sup>st</sup> century library. Visit community civic clubs, city groups, and the chamber board and ask "what should a library be in the 21<sup>st</sup> century?"

Focus group members participated in brainstorming what is a 21<sup>st</sup> century library:

- Gathering place (expand this definition)
- Books and literature
- Authorative sources of information
- Access to technology
- A building for “civic pride”
- A place for the “creative process” and for learning, exploring
- Library system serves niches as defined by neighborhood branch needs
- Physical plant needs
  - Multi-purpose room (with a kitchen)
  - Exhibit room/space
  - Technology (wiz-bang)
  - Small retailer space
  - Incubator for ideas

#### **TALKING POINTS:**

- The group’s consensus of the location of a new Main Library was the present site. Admunsen, the group’s Generation Y member, favored a site closer to the downtown area.
- Discussion followed on how a new Main Library could impact the downtown economy.
- Primary audience at the library is the age group of 18-35 years old, with young families, and senior citizens.

#### **MARKETING IDEAS:**

- Ask a question, and then supply the answer.
- A group of young performers in costume visiting areas in the community calling attention to the library.
- Overcome the myth of an “old fashion” librarian – need a sexy librarian!
- Use a split screen: a very dull librarian vs. very new, modern, and energetic librarian.
- Recruit a well known, local celebrity to market the library.
- Tap the library staff’s talents.
- Contact peer libraries that have been successful in a capital campaign for a new main library and inquire about their awareness campaign.

Drake cautioned that great marketing ideas require money. Roach plans to investigate if Cable One would be willing to provide its production resources. Harad will contact Doug Copsey again regarding performers.

Admunsen spoke of Drake Cooper’s Dream Big program. In order to better the community, a nonprofit organization is selected each year for the services of the agency in a pro bono marketing campaign. Admunsen will forward this information to the Library.

Booe stated that currently the Library markets its services/programs with television, radio, newspaper, and magazine media outlets, along with social networking, and yet people don’t know

what the Library is doing. He asked what the staff is missing. Suggestions were made to advertise Boise Public in general in an entertaining way to grab the audience's attention.

**SUMMARY:**

Focus group members favored a marketing theme of ...

“what the library was, what the library is, and what the library should be tomorrow.”

**ACTION STEPS:**

Booe will assign a staff member as a point person of contact to assist in executing and critiquing a plan as it moves forward.

Establish demographic focus groups: mothers with young children, teens, and senior citizens.

Booe and Harad will continue to communicate with the focus group members by email.

The group's Library Board representatives will give an update of today's meeting to the Library Board of Trustees.