

Advisory Council Meeting  
October 4, 2016  
Genesee District Library – Grand Blanc Branch

Members Present: Trish Burns; Maureen Hirten; Corey Friedrich; Jami Cromley; Diane Moyer; Dave Conklin; Catherine Yezak; Kate Scheid; Melissa Malcolm; Kelli Lovasz; Marie McCarville; Tracy Aldrich; Steve Flayer; Jill Sodt; Cheryl Cole; Vera Anderson.

Members Absent: Kay Schwartz (excused); Melissa Barnard (excused); Anne Heidemann (excused); Eric Palmer (excused); Kay Hurd; Gale Nelson; Sandra Chavez.

Staff Present: Denise Hooks; Irene Bancroft.

Guests: Kathy Dempsey (Libraries are Essential; Guest Speaker; Mary Penn; Rebecca Higginson; Trenton Smiley; Lisa McCartney; Cathy Cramner; Danielle Fox; Laura Fromwiller; Sharona Rosnik; Beth Hale; Jen Harden; Kim White.

- I. Call to Order: Denise called the October Advisory Council meeting to order at 9:30 a.m.
- II. Approval of the May 12, 2016 Minutes: Motion by Steve Flayer, seconded by Jill Sodt to approve the minutes as presented. All yeas. Motion carried
- III. Director Report:
  - State Aid Survey: Formal letters sent with new passwords. Portal is now open for filing.
  - The MMLC Plan of Service, the 2015-16 Work Plan final report and the 2016-17 Work Plan documents were approved by the MMLC Board at the September meeting. The new documents are available on our website at: [www.mmlc.info](http://www.mmlc.info). The Board appreciated receiving the Technology Support Grant report and the Marketing Grant report. The Board approved the 2015-16 Budget, which continued the Technology Support Grant, the National Library Legislative Day Grants and the Marketing Grant opportunities, and authorized an upgrade to the MMLC website.
  - Denise asked members to volunteer for one of the committees of the Cooperative.
- IV. Administrative Specialist Update:
  - Irene thanked members for the confirmation sheets being returned promptly, and for completing the Final Survey. Irene reviewed the annual report of Programming for 2016, mentioning that a record 552 programs were booked through the office. Performers Showcase held in September was very successful. Denise mentioned that a conversation has begun with Superiorland Library Cooperative on expanding our reach to their membership. New performer lists have been sent; orders due by October 12<sup>th</sup>.
- V. Kathy Dempsey, *Libraries are Essential*, Accidental Library Marketer presentation
  - Introduction to Marketing and Marketing Plans
  - What is Branding and why does it matter
  - Building Community Partnerships

- Writing Effective Press Releases

Meeting adjourned at 3:45 p.m.

Respectfully submitted,

Irene Bancroft  
Administrative Specialist