



Illinois Heartland Library System

Advocacy Committee Minutes

October 4, 2016

10:30 a.m.

Edwardsville Office

Committee Members

Sandy West, Chair

Geoff Bant

Tina Hubert

Beverly Obert

Sara Zumwalt

Leslie Bednar

Chris Dawdy

Ellen Popit

Call to Order

--by Sandy West at 10:35 a.m.

Roll Call

- Tina Hubert, Geoff Bant (joined 10:47), Leslie Bednar, Ellen Popit, Chris Dawdy, Sandy West, Bev Obert, Sara Zumwalt

Others present: Stacie Bushong

Public Comment

-None

Approval of September 14, 2016 minutes

-Tina Hubert motion, Sara Zumwalt second. Motion passed.

Old Business

New Business

Network Development

-Discussed target audience and "Champions" to advocate. Documents created to add contacts.

Branding Campaign

-Priorities team is in the process of a rebranding campaign to create a new logo and motto. Leslie Bednar indicated the changes will be wide spread. Mission statement will not change. Geoff encouraged focus on the message, not just a logo.

Roles for Committee Members and Others

-Sandy West wants to be sure all board members and staff have a part and no one is excluded. Emphasized the importance of getting libraries to be our cheerleaders.

Roles for Board Members not sitting on Committee

-Wait until we have communications ready to go.

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1740 Innovation Drive
Carbondale, IL 62903
618-985-3711

Champaign Office:
1704 West Interstate Drive
Champaign, IL 61822
217-352-0047

Edwardsville Office:
6725 Goshen Road
Edwardsville, IL 62025
618-656-3216

Benchmark Timeframe

-January for communications and 18 months for rolling out to target audience

501 (C) 3 Status

-Chris Dawdy stated the auditors confirmed we can submit for 501 (C) 3 status and she is working on the application.

Public Comment

-None

Announcements

-Next meeting scheduled for November 1, 3:30. The first Tuesday of each month at 3:30 will be the standing meeting time

Adjourn

-Leslie Bednar motion. Chris Dawdy second. Motion passed. Adjourned 11:56