

**FAUQUIER COUNTY PUBLIC LIBRARY
BOARD OF TRUSTEES**

July 30, 2019

**WORK SESSION
John Barton Payne Community Hall**

Board Members

Patricia White, Chairman, Cedar Run Dist.
Elizabeth Henrickson, Marshall District
Christopher M. Ward, Center District

Lawrie Parker, Secretary, Lee District
Feliccia Brooks, Vice-Chairman, Scott Dist.

Staff

Maria Del Rosso, Library Director
Terri Garonzik, Administrative Specialist

Lisa Pavlock, Public Information Coordinator
Dawn Sowers, Public Services Manager

Friends of the Fauquier Library

Ava Lee, Vice-President

CALL TO ORDER

Mrs. White convened the work session at 4:07 p.m.

ADOPTION OF THE AGENDA

The board adopted the agenda by consensus.

MARKETING PLAN

Library staff presented logos and mission statements from public libraries across the nation. The board, staff and Mrs. Lee indicated a preference for some logo characteristics presented. The group also selected words and phrases from the mission statements that might be used to craft a new statement for the Fauquier library.

The board asked the staff to convey the group's logo design preferences to The Ivy Group.

The library board asked Mrs. Del Rosso to draft a mission statement for review at the September meeting.

The group also chose five target messages to focus on for the upcoming "Opportunities" campaign and directed library staff to work with The Ivy Group to develop a marketing plan.

TRUSTEE'S TIME

The board will next meet in regular session at 4 p.m. on Thursday, September 26, 2019, in the Warrenton central library.

Adjournment

The board agreed by consensus to adjourn the work session to its next regular meeting.

Adjourned at 5:30 p.m.

Secretary

Chairman