Call to Order / Welcome – Lynn Lawson, President
Public Comments - The public is invited to provide comment at the beginning of each regular meeting. Any person or group wishing to speak is requested to sign in prior to the meeting indicating the issue they are addressing. The time for comments is limited to 3 minutes. The Board will listen but may not comment and no action will be taken during the time period. However, the full Board may give direction to staff following a presentation.

Consent Agenda
The President / presiding Officer will remove any Consent Agenda item upon request by any Board Member. Items removed upon request will be considered separately by the Board immediately following action on the remaining Consent Agenda.

- No items

Staff Presentation
- Library Communications & Marketing Plan: Kirby Hazelton, Communications Specialist

Strategic Discussion & Reports
- No reports

Action Items
- Facilities Task Force – Hemphill & Krueger
  - Resolution to appropriate $30,000 in additional funds from the Capital Reserve Budget for roof replacement and repair at the Library.
  - Resolution to award the contract to remove and replace the composite shingle room and clean and reseal the flat roof at the Library for $134,431 to GreenPoint Roofing.

Upcoming Meetings of the Board of Trustees
1. **Regular Session:** March 20, 2023, 6:30p (Wasson Room)

Other Events

Adjourn

LIBRARY MISSION STATEMENT:
To bring people, ideas and opportunities together for the enrichment of our community
Communications & Marketing Strategic Plan
Kirby Hazelton, Communications & Social Media Specialist
Estes Valley Library

What’s it all about?
The purpose of this Communications & Marketing Strategic Plan is...
- To better inform the community of our services.
- To convert more of our neighbors & residents into users.
- To increase value to the community.
- To give staff work the love it deserves!

Eval & Recap: Where are we now?
- Strong foundation: Established program
  - Exceptional tools exist
  - Consistency
- Focus on both internal & external engagement
  - Bringing community members & visitors to the Library
  - Connecting staff with one another & creating awareness of all Library efforts
- Traditionally executed
  - Standard channels
  - Shared responsibilities

Demographics
We welcome all.
Age, gender, race, ethnicity, language, socio-economic status, literacy level

Community Needs Assessment
- Who is engaging?
  - Older
  - Women
  - White
  - English-speaking
  - High education levels
- Success isn’t just a power user!
  - Embrace “casual” & “consistent” patrons

- Figure: Count of survey respondents by age group (n = 290)
Demographics

We welcome all.
Age, gender, race, ethnicity, language, socio-economic status, literacy level

Spoiler alert...
Maintain AND attract
  ○ Don’t abandon
  ○ Intentionally inclusive
  ○ Opportunity ahoy!

Media Types

Three primary buckets: Owned, earned, & paid

All three typically required for success
Governmental agencies in a small town ≠ some exceptions

Bonus bucket: Shared
User-generated content not entirely owned by one agency or another

Owned:
Any property that the Library can control & that is unique to the Library brand
  ○ Considered the “close” of the deal
  ○ Website (SEO too)
  ○ Social channels
  ○ Blog
  ○ Newsletters
  ○ In-house collateral
    ○ Banners, posters, brochures, TV slides

Earned:
Publicity or exposure gained from methods other than paid advertising
  ○ If owned is the destination, earned is the vehicle
  ○ Print marketing
  ○ Editorials
  ○ Influencer content
  ○ Review sites
  ○ Word of mouth
  ○ SEO (crossover with owned)
Media Types

Paid:
Purchased advertising placements in an outside publication or channel

- Historically the most effective
- Print ads
- Digital ads
  - Google Adwords
- Promoted social posts
- Relevant, but less applicable for us

Visioning:
Where do we want to go?

- Maintain the foundation
  - Don’t abandon what we’ve built
- Capture momentum
  - Gathering speed after COVID
  - Successes: Programs, Makerspace
  - Staff retention (Kool-Aid, but genuine)
- Streamline processes
  - Consolidate efforts
  - Let expertise shine
- Improved association between cause & effect
  - Tie action to metrics
  - Follow the funnel

The Journey
What the heck is a marketing funnel?

- TOFU > MOFU > BOFU
  - Gather at top & think big
  - Then clarify, specify
  - At the bottom, speak directly
  - Retaining is much “cheaper” than attracting

Relevant Key Goals
2023 Operating Plan

- Community Needs Assessment (CNA) recommendations:
  - Streamline website navigation & event registration
  - Find ways to educate the community on all the library offers

- Star Libraries Metrics (8 measures correlate to all others Per Capita): Physical Circulation; Circulation of e-Materials; Library Visits; Program Attendance; Public Internet Computer Users; Wiﬁ Sessions; Database Use; Library Website Visits
Marketing Goals

Hand-in-hand with Key Goals from the 2023 Operating Plan...

1. Expand awareness of Library services & programs
2. Maintain & enhance authenticity of the brand voice
3. Focus on conversions
4. Inform, educate, & engage staff

GOAL: Expand awareness of Library services & programs

Strategy
- Meet people where they are
- Speak directly
- Deliver (PR) materials on a personalized basis

Tactics
- Target more specifically
  - Content by channel
    - Newsletter subgroups
    - Social messaging
  - Add Stories, Reels, & TikTok
- Consistent schedule

GOAL: Expand awareness of Library services & programs

Tactics, continued
- Access (via YouTube)
- Spanish-speakers
  - Work with ELL to create a communications sub-strategy
- Services Showcase
  - Monthly support calendar
**Marketing Goals**

**GOAL:** Expand awareness of Library services & programs

Tactics, continued
- Explore tools that can improve efficiency
  - We’re a little behind, but it’s okay
  - You can buy solutions!

**GOAL:** Maintain & enhance authenticity of the brand voice (owned, earned)

Strategy
- Compliance with the Guides
- Full implementation of PR Czar role
- Focus on benefits & outcomes

**GOAL:** Maintain & enhance authenticity of the brand voice

Tactics
- Reassign social media responsibilities
  - Posting calendar, approval process
- Lead with, “What’s in it for you?”
- Website audit & refresh
  - Three-legged stool
- Shift from jargon-speak

**GOAL:** Focus on conversions (owned, earned, paid)

Strategy
- Correlate: placements & metrics
- Create: structure to collect anecdata
- Trim the fat (or just evaluate)
**Marketing Goals**

**GOAL**: Focus on conversions

**Tactics**

Define & track marketing data
- Google Analytics: Users, visits, time, bounce rate
- MailChimp: Open rate, click rate
- Social: Followers, reach

**Tactics, continued**

Implement improved tracking tools
- QR codes
- Bit.ly
- Redirects
- Landing pages
- Linktree

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**Marketing Goals**

**GOAL**: Inform, educate, & engage staff

*(owned)*

**Strategy**
- Hone existing structure
- Increase efficiency
- Build equity

**Tactics**
- Continue & optimize:
  - Weekly email updates
  - Trail Map
- Create internal communications guide
- Coordinate touchpoints
  - Program registration process
2023 Timeline

- **Q1:** Create services calendar & introduce real-time, centralized social posts
- **Q2:** Add newsletter subgroups, complete website audit/refresh, fully implement tracking tools, internal communications guide
- **Q3:** Create & adhere to consistent posting schedule, tailor content by channel, actively integrate programs on YouTube, budget tech
- **Q4:** Evaluate program effectiveness & adjust!

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Communication styles evolve. Trends change.

**Be nimble.**

- We’ll adjust based on the data
- **Experimentation & creativity** are our friends!
- Focus on the **framework** & wiggle within

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“There is a mindset for creativity:
Be patient.
Stay curious.
And always be willing to fail.”

—Kerry Aiken
Children’s Librarian & Library Godmother
WHEREAS, the Board of Trustees of the Estes Valley Public Library District has adopted the 2023 annual budget in accordance with the Local Government Budget Law on December 12th, 2022; and

WHEREAS, additional costs related to the replacement and repair of the roof within the Capital Reserve Budget have been identified that were not known or included in the original annual budget.

BE IT RESOLVED BY THE BOARD OF TRUSTEES OF THE ESTES VALLEY PUBLIC LIBRARY DISTRICT, COLORADO:

That the appropriations be increased by $30,000 for additional costs to replace and repair the roof at 335 E. Elkhorn Avenue. This amount is hereby appropriated from available fund balance.

<table>
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<th>Fund #</th>
<th>Fund Name</th>
<th>Existing Appropriations</th>
<th>Amendment</th>
<th>Amended Appropriations</th>
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<td>101</td>
<td>Capital Reserve Fund</td>
<td>$190,000</td>
<td>$30,000</td>
<td>$220,000</td>
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ADOPTED this 2nd day of March, 2023.

ESTES VALLEY PUBLIC LIBRARY DISTRICT

________________________________________
President

ATTEST:

________________________________________
Director
RESOLUTION 23 – 06

AWARDING THE CONTRACT TO REMOVE AND REPLACE THE COMPOSITE SHINGLE ROOF AND CLEAN AND RESEAL THE FLAT ROOF AT 335 E. ELKHORN AVENUE, ESTES PARK, CO TO GREENPOINT ROOFING, 1030 BOSTON AVENUE, LONGMONT, CO

WHEREAS, the Estes Valley Public Library District wishes to enter into a contract with GreenPoint Roofing to remove and replace approximately 14,000 square feet of pitched laminate composite shingle roofing and associated fascia, vents, gutters, drip edges. An additional part of the contract will be to clean and reseal approximately 1,600 square feet of flat roofing using GACO bleedtrap sealant and GACO silicone based roof coating, resulting in a 20 year warranty for that portion of the roof.

WHEREAS, the Estes Valley Public Library District’s Financial Management Policy states that for contracts totaling more than $5,000 the Director shall solicit quotes from three or more vendors known to provide the goods or services required. The policy further states that only the Board shall award bids greater than $10,000.

WHEREAS, the Estes Valley Public Library District relied upon a 3rd party company to provide the roof inspection, dry zone report, and to secure three bids from vendors per our policy, over the course of 12 months. The inspection and dry zone report were received, but the bids were not.

WHEREAS, under Colorado Revised Statutes (C.R.S.) § 24-103-203 - Requests for proposals states that a contract may be entered into by requests for proposals. Additionally, under C.R.S. 24-90-109 - Powers and duties of board of trustees includes the authority to enter into contracts.

WHEREAS, it is critical that the District move forward so the project can be completed before the height of summer, due to limited parking and to protect the building from further damage.

NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF TRUSTEES OF THE ESTES VALLEY PUBLIC LIBRARY DISTRICT, COLORADO:

The Board approves, and authorizes the Director to award and sign the contract referenced in the title of this resolution, and in this instance, bypass the policy statement to obtain three or more bids for the roof work described above.

ADOPTED this 2nd day of March, 2023.

ESTES VALLEY PUBLIC LIBRARY DISTRICT

________________________________
President

ATTEST:

________________________________
Director