

Summary from the Montana State Library Commission (MSLC) Retreat
August 12, 2008
Holiday Inn Express meeting room
10:00 am to 3:20 pm

Those in attendance included: Bonnie Allen, Don Allen, Cheri Bergeron, Joyce Funda, Marsha Hinch, Ron Moody, Nora Smith, and Darlene Staffeldt

Staffeldt provided a brief overview of the State Library.

Open discussion began on Ron's Blinking Red Light memo which Ron felt should be relabeled "Snooze alarm going off". From the discussion, which covered multiple agenda items, the following potential action items were identified:

1. Urge State Librarian and Commission Chair to keep lines of communication open with Governor's office. Visit with Governor at least 2 or 3 times a year for at least 30 minutes.
2. Invite Representative Jon Sesso to Commission meeting(s).
3. Continue to work to increase our Communications/Marketing Coordinator's position to a full-time position to ensure we have as much media coverage as possible.
4. We need to develop a marketing strategy for the State Library as well as a strategy to help local libraries sell themselves to their communities. Libraries need not to be the best kept secret around.
5. MSLC, State Librarian, and Communications/Marketing Coordinator need to develop a communications plan.
6. There is great value and importance to having the communication time offered by a retreat; we need to increase the frequency of this kind of meeting.
7. MSLC should consider assigning themselves individual or group tasks.
8. Learn from Washington State Library's lesson and brand ourselves. Make people aware that the information they use is provided by the State Library. We need to show our presence.
9. Locate and redistribute to the Commission former Commissioner Bruce Morton's target marketing piece. (I have attached a copy)
10. Ask Sara Groves to provide her "Nuts and Bolts of Working with the Media" workshop at a future Commission meeting. (I have asked Sara to plan for this presentation at the December 2008 Commission meeting)
11. Establish a study group or Task Force to explore and make recommendations to improve support of local community libraries.
12. NRIS was established at the State Library because of the trust and integrity of the information from a non regulatory/neutral organization. NRIS program must remain at the State Library.

13. Develop more formal public comment and feedback opportunities for all major Commission decision items prior to the deadline for the decision.
14. Blow the horn of the State Library; we do great things for many Montanans! Be proud and let more folks know we are here and what we do.

This very rough summary provide by Staffeldt to Commission for their review and revisions 08/25/08.