

**Belleville Area District Library  
Marketing Committee Notes  
February 9, 2022**

The meeting convened at 3:09 pm.

In attendance: Alma Hughes-Grubbs, Mary Jane Dawson, Linda Priest, John Juriga, Lindsay Lore, Michele Montour, Hilary Savage, and Mary Jo Suchy.

The committee opted to call the April 9 event the “New Library Dedication and Open House”, instead of “Grand Opening”, since the building has been open for the past two years.

Michele and the library staff will work on a flyer and graphics to advertise the open house. The event will be advertised in the newspaper, on social media, mailings, the DDA sign, etc. The donors will be sent a letter and flyer regarding the Dedication and the donor event.

The dedication ceremony will take place outside. It was decided that a tent would be too small for the event. The library will request a 4<sup>th</sup> street closure for that day. Music will be located in the 1<sup>st</sup> floor magazine/fireplace area. The food will be in the Cozadd Room. Mary Jane spoke with Steve Jones regarding an outdoor public address system. The formal program will begin at 1:00 pm with the ribbon cutting to take place about 1:15 pm. The basic agenda will be: Introductions and Acknowledgements, History of the Project/Library, Future Hopes and Dreams, and Ribbon Cutting. Children can hand out printed programs.

Possible menu items from Angel Food Catering were discussed. Mary Jane will pursue cookies from Short Mountain Sweets.

The theme (gratitude) and color scheme (purple, blue, and silver) for the donor event were discussed.

The meeting adjourned at 3 pm. The next meeting will be on March 9 at 3 pm.