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Henrietta Public Library
455 Calkins Road
Rochester, NY 14623

**Board of Trustees Special Meeting Agenda
Wednesday, April 26, 2017
6:00 p.m.**

NEW BUSINESS

- Skype Meeting with Patrick Sweeney, EveryLibrary

NEXT MEETING - May 10, 2017

ADJOURN



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Special Library Board Meeting (Skype)
Henrietta Public Library
Wednesday, April 26, 2017

Present: Adrienne Furness, Ellen Glena, Laura Lintz, Tina Thompson, Linda Dingman, Doug Roesch, Jen Barth, Brigid Ryan, Sharon McCullough, Linda Szczesniak, Laura Osterhout, and Lynn Neill.

Guests: Kristin Gallagher, Anna Souannavong, Betsy Dobles and Craig Moffit.

The meeting was called to order at 6:10 pm by President Tina Thompson.

Review of what was done at the previous March 23, 2017 meeting.

This special meeting with Patrick Sweeney from EveryLibrary is to help us with message development on our library building project.

- Reference USA and A-to-Z Database can help create a list of businesses in your area.
- Messages and themes are very important to target a specific audience.
- Use your Mission and Vision statement to help develop your message.
- Language matters - Problem, Agitation, Solution Model engages people to take action for something.
- 27-9-3 a format of 27 words, 9 seconds, and 3 messages. If you google you can find training guides on this messaging format.
- Power mapping - is a way to identify an individual and then through relationships and networks help to achieve your goal.
- Create a plan to work with this group. Establish a relationship, get to know them, and what would they like to see improve.

The meeting was adjourned by consensus at 7:35 pm.