

Approved Minutes of the
Chesterfield District Library
Special Board Meeting
March 1, 2007

Library Board President Lt. Col. Harris called the meeting to order in the Chesterfield District Library, located at 50560 Patricia Avenue, Chesterfield Township, Michigan at 6:15 p.m.

PRESENT: Karen Campbell, Dr. Raymond McCracken, Loraine DeMuynck, Lt. Col. Kermit Harris and Michael Miller

ALSO PRESENT: Ellen McCracken, Pam Harris and Marion Lusardi, Director

ABSENT: Dr. Earl Hartman and Alan Naldrett

**CAMPAIGN CONSULTANT/
MEDIA SPECIALIST**

The Board discussed coordination of the new library campaign with Polly Koenigsknecht as the lead campaign consultant and the possibility of using Sandra Boulton, media specialist.

There was discussion in regard to purchasing time on Comcast or whether the campaign should be more low key.

Motion made by Loraine DeMunych, support by Karen Campbell:

To have Polly Koenigsknecht evaluate a media strategy recommended by Sandra Boulton and determine if the best approach to be used is a broad media campaign using outdoor media, newspaper ads and direct mail.

ROLL CALL VOTE:

AYES: Karen Campbell, Dr. Raymond McCracken, Loraine DeMuynck, Lt. Col. Harris and Michael Miller

NAYS: None

MOTION CARRIED

Motion to adjourn at 6:47 p.m.

**CONSULTANT
TO EVALUATE
MEDIA PLAN/
APPROVED**

ADJOURNMENT

Loraine DeMuynck, Secretary

ADJOURNMENT

