

## **Marketing Report:**

The marketing table made \$211.37 at Fall Conference. Total for the year is \$380.04. Reports are attached.

### Registration Materials

I would like to suggest that if materials from registration at conferences are to be given to me for marketing that I can use them to create “grab bags” of smaller, older items in my inventory to sell for \$5 a bag. I have difficulty selling the bags, folders, and pens by themselves as free ones are given at registration and by many vendors.

### Logo Design

I recommend we pay a designer for a logo rather than holding a contest. We would be able to have a quality logo design created quickly and be able to use it for marketing at Spring conference and for the future. Upon further research, a logo design is rather affordable, and would come out of the marketing budget for this year.

We have been given the following proposal for a logo design from Lavana Lemley.

(1-3 days after proposal accepted)

I will send an email asking discovery questions about what you have in mind for the new logo and how you want the new logo to represent the WVLA to the public.

(1 – 2 weeks to create a draft)

I will create a rough draft using the ideas discussed in the email and this is where you can make suggestions and edits to the design.

(1 week or less depending on changes needed to finish)

After I get the notes back with any changes or no changes I will create and submit back the final logo.

Total Cost - \$200

## ***WV Libraries Report:***

### Quarterly Newsletter

I would like to propose a shift to publishing the newsletter quarterly as opposed to bimonthly. I feel it would be better to publish less newsletters that are of higher quality than more newsletters that are shorter and contain less content. The same information would still be included, but some information may be shared earlier than usual. Newsletters would be published in January, April, July, and October with submission dates still being the 15<sup>th</sup> of the month before publication. Newsletters would be published in the first week of the month.

## January 2019 Issue

The next issue will come out in January, timing may be slightly different depending on when we get the new logo. I hope to unveil it in the January issue. Some items to be included in the issue are:

- Reports:
  - ALA Councilor
  - Executive Board Meeting Minutes (November and December)
  - President's Message
- Full list of new Division and Roundtable chairs
- Interviews from an incoming Division chair and Roundtable chair for continuing feature
- Details for Legislative Day
- Information for Spring Fling registration and hotel reservations/where and when the preliminary program will be released
- Local Library feature
- News from the WVLC

If any additional announcements or content need to be included, please send to [kaity@viennapubliclibrary.org](mailto:kaity@viennapubliclibrary.org) by December 15th. Thanks!