

**Minutes of the Board of Trustees**  
**Normal Public Library**  
**Advocacy Committee**  
**August 4, 2021**

**Call to Order:** A meeting of the Advocacy Committee of the Board of Trustees of the Normal Public Library was held in the Board Room of the Normal Public Library, Normal, Illinois on Wednesday, August 4, 2021. The meeting convened at 4:03 p.m.

**Members Present:** Beth Robb and Lynda Lane

**Members Absent:** None

**Library Staff Present:** Brian Chase, Library Director

**Community Members Present:** None

**Review of the Agenda:** No corrections or additions

**Public Comment:** None

**New Business**

**Role of Advocacy Committee**

The Committee aims to effectively optimize the efforts of advocates for Normal Public Library, via clear messaging to residents, Town Council, and other interested constituents and partners, and to do so in collaboration and coordination with the Normal Public Library Foundation Board.

**Advocacy Goals and Strategies for FY2022 and FY2023**

The Committee discussed previous advocacy planning, most recently from March 2020. Also discussed were previous planning efforts which included community input and engagement. Initial goals include identifying local champions and creating a clear, consistent, and unified message. Possible local partners (both organizations and individuals), media/communication strategies, and funding sources were discussed.

The Committee plans to meet monthly for the foreseeable future.

**Unfinished Business:** None

**Suggested Items for the Next Agenda:** No items were suggested.

**Adjournment**

The meeting was adjourned at 5:18 p.m.