

CALL TO ORDER

Secretary Jo-Anne Martin called the on January Work Session of the Placentia Library District (PLD) Board of Trustees to order January 15, 2018 at 2:02 pm.

Members Present: Secretary Jo-Anne Martin, Trustee DeVecchio, Trustee Al Shkoler

Members Absent: President Gayle Carline, Trustee Elizabeth Minter (Excused Absence)

Staff Present: Jeanette Contreras, Library Director; Timothy Hino, Business Manager; Yesenia Baltierra, Support Services Manager; Wendy Townsend, Supervising Librarian, Adult Services; All other staff members: Eric Grimm, Katie Matas, Fernando Maldonado, Michelle Meades, Patricia Grimm, Estella Wnek. Victor Meza, Lori Worden, Tim Worden, Marianne Follis, Beatrice Quintanar, Coleen Wakai, Danny Gonzalez, Susi Coria, Robert Arauz, Ana Balderas, and Laura De Leon

Guests: Marketing Consultant, Robert Karatsu

ADOPTION OF AGENDA

It was moved by Secretary Martin and seconded by Trustee DeVecchio to adopt the January 15, 2018 Work Session Agenda:

AYES: Martin, DeVecchio, Shkoler
NOES: None
ABSENT: Carline, Minter

ORAL COMMUNICATION

None

TRUSTEE REPORTS

None

LIBRARY DIRECTOR REPORT

None

FRIENDS FOUNDATION REPORT

None

CONSENT CALENDAR

None

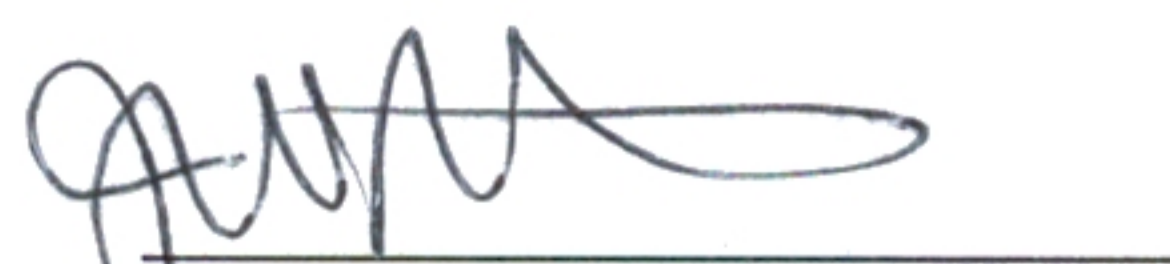
DISCUSSION

Library Director, Jeanette Contreras, gave an overview of the changes involved with the Centennial Renovation Project. Marketing Consultant, Robert Karatsu, then involved staff in brainstorming ideas on how to rebrand the Centennial Renovation Project. Furthermore, Mr. Karatsu went over different marketing techniques and strategies to benefit the library during the renovation process. Ideas for the branding and marketing strategies of the Centennial Renovation Project will be discussed at Board Meetings leading up to the start of the project.

ADJOURNMENT

The Board of Trustees Work Session on January 15, 2018 was adjourned at 4:04 p.m.


Gayle Carline, President
Library Board of Trustee


Jo-Anne W. Martin, Secretary
Library Board of Trustee