

## Maitland Public Library Board of Trustees

Workshop

Monday, February 5, 2024

7:00 pm



ATTENDANCE: The following members were present: Dr. Steve Lee, President; Ms. Marilyn Sandoz, Vice President; Ms. Maria Hannon, Secretary; Mr. Bob Allen, Chair; Mr. Frank Allen, Trustee; Mr. Dave Baker, Trustee; Mr. Kay Yeuell, Trustee;

- Staff Present: Ms. Stacie Larson, Director
- Members of the public attending: 2 (Mr. Dave Stanley, Ms. Marni Stahlman)

WORKSHOP CALLED TO ORDER AT 7:02 PM by Mr. B. Allen

Ms. Stahlman was present to share the current state of the informational Library campaign. The budget for the FOR campaign as of 2/1 is \$37,200, with \$8104.00 spent on shirts, signs and fliers for walkers. There are no outstanding invoices yet.

- The Informational Library campaign has spent approximately \$4522 (\$4000 to Ms. Stahlman's fee, \$522 on informational fliers). The first round of fliers have been mailed out. Other fliers will be mailed out in the following weeks.
- Social Media sponsored ads have started to residents in 32751. Ms. Larson requested the 32810 zip code be added.
- WKMG will interview Mr. Brian Stewart this week
- 3,400 registered voting residents are the target of campaign
- Mail-In Ballots that are not immediately returned will receive phone calls
- Ms. Stahlman shared that many residents are confused regarding the location for the proposed site. Mr. B. Allen suggested adding a billboard to the corner where the building would be. He will speak with Maitland City Manager Reggentin to coordinate this effort.
- Early Voting will take place at Winter Park Library. Early Voting and Mail In voters predominate, with <1k early voters.

Mr. B. Allen shared an update from Ms. Johnson:

- T-shirts have been passed out. Contact Kristen if you need one
- Mailers are arriving in homes soon - 3 from the Info Campaign, 1 from the FOR Campaign
- 250 yard signs have been passed out. Another 100 have been ordered.
- Get Down Downtown had a great turnout. Spoke to many residents. Did not hear from anyone opposing. March 1st is the next event.
- Walking volunteers did well on their first weekend

Ms. Stahlman explained how canvassing works. The first walking volunteers were Mr. F. Allen, Dr. Lee, Mr. B. Allen, and Mr. Bryan Stewart. Board members present shared their personal experiences

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regarding speaking to residents and what they would do differently next time. Many experiences were positive. Mr. B. Allen requested more walkers to help.

Ms. Stahlman will offer another training at 7:30pm Wednesday. She will record the session for those that cannot attend. She also confirmed that there is opposition to the new library, but it is not formalized.

Ms. Stahlman said whoever is in charge of the Library's social media is awesome.

Workshop adjourned at 8:10pm

Minutes submitted by Maria Hannon, secretary