

When: 7:00p, Monday, November 3, 2025 / Where: Zoom

Attendees: Gretchen Wetherby, Jim Martineau, Lydia Ievins, Pam Allan, Miryam Vesset, Tamara Kaplan, Tricia Perham, Will Quale / Library Director: Caitlin Kelley / Friends: Ariel Elan, David Dempsey, Jean Dempsey, Kristopher Baker (Pres), Nancy Crowell, Starr Pinkos (VP) / Guest: Libby Post / Absent: Susan Dorais

7:03 Call to order, intros

Minutes from 9/22/25 approved

7:09 Presentation, library consultant Libby Post on outreach campaigns

- They will train Board/Friends/staff, design branding campaign, design/print/mail all campaign materials, develop public presentation, manage voter data, produce videos, produce/manage social media posts + web ads + email blasts, provide online supporter petition ([montague.voteyesforyourlibrary.org](http://montague.voteyesforyourlibrary.org)).
- VAN (Voter Action Network) was put together in 2008 for Obama, almost all Dem campaigns purchase it.
- They will provide online supporter petition ([montague.voteyesforyourlibrary.org](http://montague.voteyesforyourlibrary.org)), produce videos, produce/manage social media posts, produce/manage web-based ads and email blasts.
- They will help target community constituencies, consult on messaging/strategy. Kick off with branding campaign, give people a reason to vote yes before asking them to.
- We will develop a volunteer base, get supporter petitions (paper/web) signed. Turn out the Yes voters.
- Make it clear there are taxpayers saying yes — viz. Deerfield Taxpayers for an Expanded Library, her brainchild. They put a full-page ad in local papers listing names of their hundreds of petition signers.
- We recruit volunteers for virtual phone banking, organize known supporters, help fundraise.
- Need to make sure we have Selectboard and FinCom on board.
- Essential to have campaign manager, strong leadership. Better a Friend than a Trustee.
- Clear, concise messaging. If we don't define our message, our opposition will. Based in values: how Montague's values dovetail nicely with the library's. Inspire people to take action.
- Libraries are an essential service, as important as fire/police/healthcare/schools. ROI.
- We have to represent taxpayers, so not only the anti-tax people say they're protecting taxpayers. Montague Taxpayers for a New Library.
- Average tax assessment, what is that household going to pay? Think of it as \$/week, never percentages.
- Key roles: Campaign manager, Press spokesperson (not CK), Phone bank coordinator, Community presentation coordinator, Petition coordinator, Fundraising coordinator.

7:51 Questions/discussion

- We don't have to decide this month. CK will check on rate \$3k/mo. Maybe hire her for 4–5 mo? Jan–May?
- We can use our donation funds for the info portion of the campaign, \$20k.

8:48 Quick highlights — food pantry, LBSC update on roof height — then table the rest of the meeting

8:55 Upcoming meetings:

- Building — Tue, 12/2/25, 6:15p on Zoom
- Full Board — Tue, 12/2/25, 6:30p on Zoom
- Personnel — will schedule. CK will send out a doodle poll tomorrow

9:03 Adjourned

Respectfully submitted,  
Lydia Ievins :: Secretary :: Montague Public Libraries Trustees