

TLN Steering Committee
Virtual Meeting Minutes
Friday, March 5, 2021

Committee Members in Attendance Remotely: Carrie Ralston (Walled Lake), Devan Green (Pontiac), Bryan Cloutier (Oxford), Holly Teasdle (Lyon Township), Steve Bowers (TLN) and Cindy Mack (Brighton).

Guests in Attendance: Patty Braden, Eva Davis

1. Call to Order: The meeting was called to order by Chair Teasdle at 10:01 a.m.
2. Approval of the February 5, 2021 Minutes: Approved as presented.
3. Approval of the Agenda: Approved as presented.
4. Chairperson's Report: Chair Teasdle had no report. Bowers reported that TLN's plan of service needs to be reviewed and he hopes this will be something completed on a yearly basis. A discussion ensued regarding affiliate members and how membership should be defined. TLN's website revisions will be complete by the end of summer.
5. Old Business:
 - a. TLN Strategic Planning Subcommittee: Davis updated the Steering Committee on progress of the subcommittee. The subcommittee is meeting bi-weekly. They are currently focusing on the mission and vision statements. Bowers took a draft mission to TLN department heads for input. The subcommittee also reviewed the survey completed by members last fall and is developing value statements based on those survey results. The subcommittee will survey TLN members to get input on the draft mission, vision and value statements prepared. A discussion ensued regarding the timeline and process.
 - b. Co-op Wide Library Marketing: Bowers updated the Steering Committee on MLA's statewide marketing campaign. The Committee discussed the possibility of TLN finding ways to support internal marketing strategies for libraries. SLC is working with Dale Jaslove on a 12-month marketing campaign and it was suggested that Bowers request a quote from Jaslove for TLN to consider a similar campaign.
 - c. Future DEI Training: The Committee discussed continuing to host DEI trainings at the May 7 and July 9 meetings. Green suggested Dr. Ross from MSU as a possible speaker.
6. Next Meeting: April 9, 2021 at 10 a.m. virtually.
7. Adjournment. Green made motion to adjourn. Ralston seconded. Motion passed.

Minutes submitted by Secretary, Cindy Mack