

**TLN Steering Committee  
Virtual Meeting Minutes  
Friday, February 5, 2021**

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

Guests in Attendance: Karen Knox (Orion Township)

1. Call to Order: The meeting was called to order by Chair Teasdle at 10:02 a.m.
2. Approval of the January 8, 2021 Minutes: Green moved and Ralston seconded. Motion Passed.
3. Approval of the Agenda: Green moved and Cummings seconded. Motion Passed.
4. Chairperson's Report: Chair Teasdle informed the Steering Committee that she attended the January TLN Board meeting. Additionally, Bowers reported that the Board reinstated the \$40,000 originally cut from the budget for training and website development. Bowers also updated the Steering Committee on the new wireless hotspot project, which in coordination and funding from Metroparks is providing hotspots to certain libraries in the Cooperative.
5. Old Business:
  - a. DEI Speaker @ March Membership Meeting: Bowers informed the Steering Committee that he was having a difficult time procuring the originally suggested speaker for the March 5<sup>th</sup> Membership Meeting. A discussion ensued regarding different speakers. Green and Bowers will look into finding an alternative speaker.
  - b. TLN Continuing Education: The "Leadership Series" will be offered over the course of the next 6 months. The Steering Committee will need to consider future continuing education courses to offer. The goal is that the series is free for attendees. Suggestions for future offerings included: Blackbelt Librarian training, Speaker Ryan Dowd, and "people skills" training.
  - c. Library Marketing: Bowers updated the Steering Committee on MLA's new marketing initiative, including a rebranding. TLN is also considering new marketing and rebranding strategies. This includes increasing their social media footprint. The Committee discussed the possibility of TLN coordinating a pre-made marketing campaign for membership libraries. SLC is working with Dale Jaslove on a 12-month marketing campaign that it might want to consider. A discussion ensued regarding opportunities for both pre-made marketing materials and marketing cooperative services.
6. New Business:
  - a. TLN Strategic Planning Subcommittee: Knox updated the Steering Committee on progress of the subcommittee. Their first meeting was held last Friday. The first task the subcommittee has been charged with was reviewing and updating the mission and vision statement. A discussion ensued regarding the Plan of Service and it was decided that the Strategic Plan should be completed before the Plan of Service is reviewed/updated.
  - b. Future DEI Training: The Steering Committee decided to keep this as an on-going agenda item to consider establishing a possible Roundtable, create a TLN Statement on DEI, and developing additional action items.
7. Next Meeting: March 5, 2021 at 10 a.m. virtually.
8. Adjournment. Cummings made motion to adjourn. Green seconded. Motion passed.