

**FRIENDS OF HALL MEMORIAL LIBRARY
COMMUNICATIONS COMMITTEE
MARCH 19, 2026, 6:00
STUDY ROOM– HALL MEMORIAL LIBRARY
MINUTES**

I. Call to Order:

The meeting was called to order at 6:00 p.m. by Vice President Peg Busse. In attendance: Brenda Gooshaw Samson, President, Susan Eldridge, Secretary; Ellen Bonanno; and Akila Rajasekaran.

II. Purpose:

The purpose of this meeting was to kick-off the Communications Committee, with two objectives in mind:

1. The Friends has an email, (Friends of Hall Memorial Library hallmemorialfriends@gmail.com). This should be the email used for all communications to and from the Friends Board Members to the members of the organization.
2. The Communications Committee will define and roll out a communication strategy to the organization.

III. Objective 1: The Email Address:

- a. This email address was created by Sara Roman. Currently only two people have access to this email address and use it: Sara Roman and Peg Busse.
- b. This email is to be used for Friends of Hall Memorial Library business only.
- c. All communications sent from this email should be sent as “bcc” to the audience.
- d. The Communications Committee will determine which communications are to be sent, by whom, and grant access to this email address for members.

IV. Objective 2: The Communication Plan

The purpose of the organization shall be to foster closer relations between the Hall Memorial Library of Ellington, Connecticut and the citizens of Ellington; to promote knowledge of the functions, resources, and needs of the library; and to cooperate with the Library Board of Trustees and the Library Director in the development of the resources, facilities, and programs of the Library. (Bylaws Sept 16, 2021, Article 1, p. 1).

Therefore, the purpose of the Communications Committee should be to support the organization’s purpose. As stated in the March 5, 2026 minutes, this committee will “best decide how, when and by whom communications should be sent to our group.”

Platforms:

A number of platforms will be used for communications:

1. The email address mentioned above: these communications will be timely, and subject specific, using the most recent Membership spreadsheet for each communication. Each

communication should end with “how to join, how to participate, link and/or QR code (this needs to be designed).

2. The Friends new website (fohml.org) created and maintained by Brenda Gooshaw Samson.
3. The Friends original website through the Hall Memorial Library site (<https://library.ellington-ct.gov/about-us/friends-of-the-library>).
4. Facebook – the Friends has a Facebook account, originally created and therefore “owned” by Kathleen Vaiciulis, who does not remember the password.
5. Instagram –needs to be created and maintained.
6. Tiktok –needs to be created and maintained.
7. Possible TV monitor tastefully displayed in the library to scroll through Friends information.

Messages:

The Friends should have a clear, consistent, timely, and ongoing message plan, disseminated through the platforms, and refreshed in a timely manner, with special emphasis for upcoming events:

1. What is the Friends, mission, purpose, what it does.
2. How to become involved, both as a new member and various events.
3. Going back through history ... “Did You Know?”
4. New events such as ice cream social between Friends and Staff.
5. What we do, (i.e., museum passes, summer reading, Book Page), all outside library budget.
6. Upcoming events sponsored by the Friends.

Strategy Pieces:

Roles & Responsibilities:

1. Who defines the strategy & content, what to post
2. Who creates the messages
3. Who, if anyone finalizes or approves the communications before publishing
4. Who has access to which accounts
5. Best way to communicate what and why

Creation of content to start:

1. Peg Busse will do a “brain dump” for all tribal knowledge of previous information.
2. Sue Eldridge will collect, message into written documents, PowerPoint slides, etc.
3. Akila Rajasekaran will publish to newly created platforms.

V. Adjournment:

Peg Busse closed the meeting at 6:37.

Submitted by:
Susan Eldridge
Secretary, FOHML