

# BRIDGEPORT LIBRARY

925 Broad Street ♦ Bridgeport, CT 06604 ♦ (203) 576-7400

## BOARD OF DIRECTORS

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(\*♦ pending City Council approval)

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Anne Cunningham (2005-2021)  
Donald W. Greenberg (2011-2023)  
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(\* deceased)

## COMMITTEES

### BUILDING

Chair: Thomas R. Errichetti  
Kenya Osborne-Gant  
James E. O'Donnell

### FINANCE

Chair: Thomas R. Errichetti  
Kenya Osborne-Gant  
Denise Clemons

### GOVERNANCE

Chair: James E. O'Donnell  
Jeanette Muñoz Allam  
Marcie J. Patton  
Barbara A. Rogo

### MARKETING

Chair: Jeanette Muñoz Allam  
Kenya Osborne-Gant  
Barbara A. Rogo  
Kathleen E. Turner

### PERSONNEL

Chair: Denise Clemons  
Thomas R. Errichetti  
Kathleen E. Turner

## MARKETING COMMITTEE MEETING AGENDA

**WEDNESDAY, MARCH 12 AT 7:00 PM  
VIA ZOOM**

1. True North Updates
  - New Logo(s) Status
    - ETA
    - Type - SVG Preferred, in addition to PNG & JPEG
    - Variations available?
  - Plans for Developing Marketing Campaign
    - Review BPL's Bid, TN's Proposal and Final Contract to identify scope of contracted services
    - Define SMART Goal(s) and related KPIs to ensure progress can be measured
    - Define Timeline for Completion
2. Marketing Needs/Activities for Mar and Apr
3. Other Business

Topic: Marketing Meeting Hybrid Meeting

Time: March 12, 2025 @ 7:00 Eastern Time (US and Canada)

Join Zoom Meeting: <https://us02web.zoom.us/j/84931616547?pwd=IYr4yXfGdSwC1LacV2GFmbZenbSA2s.1>

Meeting ID: 849 3161 6547

Passcode: 009295

One tap mobile

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