
Library Board Meeting

DEPARTMENT: Community Services
FROM: Sara Miller, Deputy Director-Library
MEETING: June 24, 2025

SUBJECT:

Receive a report, hold a discussion and provide feedback regarding Burleson Public Library marketing and community engagement efforts. (*Staff Contact: Sara Miller, Deputy Director-Library*)

SUMMARY:

Staff will review library marketing and community engagement, including:

- Social media highlights
- Email marketing campaigns
- Postcard marketing campaigns
- Friends of the Library annual membership meeting
- Summer Reading Club school outreach
- Chamber of Commerce
- Old Town Business Association, Johnson County Hunger Coalition, Public Library Managers of North Texas
- Library Giving Day

RECOMMENDATION:

N/A

PRIOR ACTION/INPUT (Council, Boards, Citizens):

N/A

REFERENCE:

N/A

FISCAL IMPACT:

N/A

STAFF CONTACT:

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