
Library Board Meeting

DEPARTMENT: Community Services

FROM: Sara Miller, Deputy Director-Library

MEETING: November 26, 2024

SUBJECT:

Hold a discussion and receive a report regarding the Burleson Public Library's marketing and community engagement efforts. (Staff Presenter: Sara Miller, Deputy Director-Library)

SUMMARY:

Staff will review the library's marketing and community engagement activities, including:

- Social media highlights
- Email marketing campaigns
- Postcard marketing campaigns
- Community engagement with the Burleson Area Midday Rotary, Burleson Business Connections and Chamber of Commerce

RECOMMENDATION:

N/A

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

N/A

REFERENCE:

N/A

FISCAL IMPACT:

N/A

STAFF CONTACT:

Sara Miller
Deputy Director-Library
smiller@burlesontx.com

817-426-9203