



DOWNTOWN LIBRARY
610 QUINCY ST. | RAPID CITY, SD 57701 | 605.394.4171

NORTH PARTNER LIBRARY
10 VAN BUREN ST. | RAPID CITY, SD 57701 | 605.716.4098

RAPIDCITYLIBRARY.ORG



Date: August 14, 2017
To: RCPL Board of Trustees
From: Faye Bice, Finance Committee Vice-Chair
Re: Library Card Sign Up Month Promotions

Date: August 10, 2017
To: Faye Bice, Finance Committee Vice-Chair
From: Laurinda Tapper, Outreach Services Coordinator
Re: Library Card Sign Up Month Promotions

Motion:

Move to approve the Library Card Sign-Up Month billboard contract with Lamar for 8/28 – 9/24/2017.

Background:

As part of the marketing campaign to promote the new logo and Library Card Sign-Up Month, the library would like to advertise on two static billboards with Lamar. The marketing budget line item for logo branding advertising was approved in the 2017 budget and this contract has been reviewed by the City Attorney's office. The contract would have been presented earlier but the library hasn't worked with this company before and the need for a contract was unexpected.