

Government & Community Relations Working Group

(formerly: COVID-19 Response & Recovery Working Group)

Wednesday, October 19, 2022

1. Roll Call

- ✓ Richard Swierat, Chair (D)
- ✓ Mark Wilson (C)
- ✓ Barry Ramage (D)
- ✓ Priscilla Goldfarb (P)
- ✓ Rebekkah Smith Aldrich (Staff Liaison)
- ✓ Saran Camara (Staff Liaison)

2. **PR Consultant RFP:** The Working Group agreed that their top choice after the request for proposal process is the firm Impact PR & Communications.

3. **Outreach to the Dyson Foundation:** Chair Swierat reported on his outreach effort with the Dyson Foundation to seek funding to underwrite the cost of hiring the PR Consultant. After a conversation with Jennifer Killian, Program Officer for The Dyson Foundation, MHLS was invited to submit a “Management Assistance Program” mini-grant application, which Executive Director Aldrich ensured was submitted in a timely manner. This grant could result in up to \$15,000 toward the cost of the consultant. It is predicted that we will hear by the end of the fiscal year if this grant application is successful

4. **The Working Group continued the discussion about the dissolution of the Foundation for Hudson Valley Libraries and forging a new partnership with the Community Foundations of the Hudson Valley.** All agreed that the priority for now is securing alternative funds for the PR Consultant and engaging in the marketing messaging exercise recommended by the working group. These other activities will be pursued later in 2023.