

Minutes
Special Meeting of the Library Board
February 25, 2014

Members present—phil, Catherine, Margaret, Madeline

Members absent Botz, Johnson

Library Staff—Melissa, Liz, Steve

Agenda: Strategic Planning

1. Called to order at 5:20
2. Leitner established the strategic planning process for the meeting, to include, for each area, 5 minutes for brainstorming, 10 minutes for sharing, and 5 minutes for prioritizing.
3. Members considered each of the following areas:
 - Facilities: Physical structure and grounds

Parking lot paved

North door handicapped accessible

Outside courtyard

Book barn—what are we doing with this?

Comfortable furniture and spaces

Food/drink section

Upkeep of the brickwork

Better grounds maintenance (weeding/water)

Trim trees

Open the oculary

Redo Children's area

Create separate meeting room/conference room (current storage room)

Close off the wall to make storage in meeting room

Upgrade heating/air/lighting

Insulate south doors

Repair west doors

Sag in floor under circulation desk

Remodel windows

Washroom remodel as staff eating room (basement, other side of children's library)

Furniture on front porch

West door—too heavy

Clean front of building (remove years of grime)

Garden growing area

Make the building more energy efficient

Expand building—coffee shop, more meeting room space

Add plaques for the lions (name the lion for the year)

Small group study room

- Finance

501c3 Foundation (\$157k starting point)

Friends of Library

Bookplates—do we do enough here?

Establish small projects that we seek funding for from larger donors—maybe publish this wishlist on the website (how you can help page)

Fundraising ideas: destroy a computer; Crazy Days “dunk the director”; masquerade ball; annual large fundraiser event

Grant writing—establish a committee that would do some research; hire a grant writer; pursue partnership grants

Endowment: Foundation would educate VC/BC regarding donations, bequests

Involve business/banks with Library projects and Foundation

Good Audit—still not sure what went on before; needs a level playing field

Good fiscal stewardship

- Communications and Marketing

Monthly calendar available at desk/online

Questionnaire to elicit patron satisfaction---looking for comments that could be quoted in materials/website; seeking feedback for improvement

Everybody’s job....who is everybody?

Website development continues, includes library columns, what’s new at the library, board minutes and agendas, programming information: an active place that provides more detail than Facebook and connects to other VC pages

Twitter feed, maybe a microblog?

How do we reach HS students, esp 7-8th grade?

Basic posters for library events—don’t see these up around town? How do we communicate to the non-tech crowd?

How do folks know about our ebooks and online resources?

Community partners—schools, museums, businesses

Incentivize use of library

Billboard (library card) and other traditional advertising

Communicate with non-tech Barnes Co regarding rural book delivery, outreach, other services (mail out books)

Talk to community groups

Create PR materials

More use of local and regional media

Focus on non VC communities—set up service points in county

Signage (electronic)—

Float in parade

Book reviews—staff “good reads”
Bulletin board
Suggestion box
Book talks
Check out video camera—five minute movie contest or podcast

- Governance

Establish a way to air grievances: Outline steps at hiring for this

Establish policy for leaving children unattended.

What do we do if people don't abide by the policies?

Board structure: need a larger presence in town (make it attractive place to be)

Corporate report/annual summary of library work

Cater to patron base that is not technically savvy—don't lose sight of this

Review all sections of policy—determine needs of each area if no policy exists.

Establish a rotation for reviewing policy (annual? Biennial?)

Establish a procedure for review: Complete review outside of meeting and minimize time spent at meeting on policy...

Need updated policies that meet state standards

Develop a schedule for strategic planning (how many years do we plan for);

Handbook needed for employees?

Determine policies that should be public (and posted on the website)

Notice of meetings/publication of minutes

Professional development for director/staff/board

Invite outside experts as needed to resolve management needs

Better reporting of financials, data (information needed for annual report to state, board)

Foundation/Friends of Library/Board: define all the roles and rules very clearly; bylaws, education, organization chart

- Day-to-day operations

serve coffee?

Longer hours for students?

Weekend hours

Add a fishtank (native fish—hatchery)

Programming for middle school aged students

Calendar of programs that includes several events each week so library is seen as a center for community activity

Several EVENT series similar to museum's lecture series – focus on different audiences for each series?

Service points in community (for non-open hours)

~~Bookmobile~~

Need data about what's coming through our door

Who are the people we're not reaching?

Are our hours appropriate?

Is our collection (print and tech) appropriate?

Adult programming—tech instruction, how to do research, book clubs, special interest groups, college day, ACT/SAT prep class, college counseling,

Needs of older people who are put off by high tech stuff. Offer training in computer literacy for this group (off site if necessary)—train for reference/state library; email

figure out how to communicate with the non-techies

After school activities

Programming for those not already interested in library

Increased teen programming; movie nights—needs to be an experience (sound, size, comfortable seating)

Open later—evening programming

Retain good staff; pay them accordingly; pleasant working conditions (break room)

Need more meeting space, conference room

Explore use of internships to assist with library open hours??

Use teen volunteers/volunteers in general

Signage in the library

Questionnaire in grocery bags

Different kinds of book clubs

President Leitner offered thanks for everyone's time and attention....and to the staff for their efforts to support the change

Adjourn: 7:30 pm