

Brooks Memorial Library Strategic Planning Minutes *corrected* Tuesday, April 19, 2022

Called to order at 5:15 in Community Meeting Room. Present: Ann Varilly, Kate O'Connor, Howard Burrows, Leo Schiff, Joyce Sullivan, Starr LaTronica, Lindsay Bellville, Greg Hessel, Jeanne Walsh (via Zoom)

- Agenda: no changes
- No public comments
- Minutes of March 22, 2022 were approved with the correction that Howard Burrows was also in attendance.

We welcomed Joyce Sullivan, new board member and committee member.

CONTINUING BUSINESS

Next steps in planning process

- Survey is ready to roll. By the end of the day Monday, we'll have a live link.
- Gift cards: yes, for both online and paper versions. "Would you like to be entered in a raffle? If so, what's the best way to contact you?" We'll assign a number to each survey-taker and use an online number generator to pick a winner. We agreed on three \$50 gift cards (generic debit cards) as prizes.
- Who will responsible for managing distribution to organizations?
 - Banner on our website with a link to the survey.
 - Print ad in the *Commons*.
 - Starr can do a PSA
 - Big list of organizations. We want to encourage them to send the survey link to their constituents. If we want to add more organizations, we can do that going forward, but let's not wait to start. Making personal connections will be beneficial to the process.
 - Ann will mail a link to the latest version of the organization list, and committee members will claim the organizations they are willing to contact.

- Leo and Howard will write up basic language to draw on when we approach the organizations so we have a consistent explanation of what we're asking.
- What happens to hard copies? Greg will work on that.
- Top 10 organizations: discussed and selected.
- Tabling for feedback at local events.
 - Starr has a table at the Earth Day event this Friday to let people know about the e-news, the tool library, etc., including the forthcoming survey. We'll also have a table at Gallery Walk in May.
- Forums/focus groups after feedback from Greg's interviews and surveys.
 - Housing Coalition of Southeastern Vermont would be happy to make time in a future meeting to give feedback to the library. They meet on the second Tuesday. Jeanne can be our contact to arrange it.
 - We can identify other focus groups/forums.
 - Should staff be a focus group? Maybe better for staff to be part of the planning retreat.
- Planning retreat: part of a day to review what we've gathered and figure out priorities. Should this be an all-staff event? Discussion: Full-time staff are having individual meetings with Greg. Starr affirmed that part-time staff also have specific views that are valuable and should be included. If staff are part of a planning meeting rather than a focus group, they can weigh in on priorities. That can also inspire staff support for this process. Synergy happens! Greg noted that this changes the scope somewhat. He will think about how we might do it. We noted that staff look to the plan to guide their work. We'll continue to discuss our plans for this retreat.

Committee Description Update

- Name: We'll keep the current name for another year.
- Committee Description: we voted to accept this description:

The Planning Committee is tasked to prepare a new strategic plan effective January 2023. The current plan runs until the end of 2022. Meetings are generally held the second Tuesday of each month but will become more frequent as the current strategic plan process evolves. Committee members are also reviewing the current mission statement as part of the strategic plan development. Surveys and outreach meetings will be conducted during the first half of 2022 and the results tabulated by the Committee with the outcome being the plan for the next several years. Its availability will guide the staff, trustees, and public as to the library's goals.

NEW BUSINESS tabled.

Adjourned at 6:35.