

BML Strategic Planning Minutes, August 22, 2023

Convened at 4:40 pm in Meeting Room B

Present: Ann Varilly, Leo Schiff, Kate O'Connor, Starr LaTronica, Jeanne Walsh

- Agenda Changes: none
- Public Comments: none
- Minutes of July 18, 2023: accepted as submitted

CONTINUING BUSINESS

Marketing

- We talked with Jeni and got some of her wisdom about the e-news and other promotional activities—for example, could we have library tours?
- Do we want to make e-news signup 'opt-out' rather than 'opt-in' when people register for library cards? We discussed the pros and cons, agreeing that we want to encourage people to sign up while making sure they are able to cancel if desired. We noted that we can promote e-news signup when we *renew* cards as well as when we process new registrations.
- We can have a screen near the front door displaying changing images of library events and services. Placement is important: secure and visible, but not distracting.
- September 5th is the next Selectboard meeting and the beginning of Library Card Sign-up Month! Maybe John or Ian would announce that for us at the beginning of the Selectboard meeting? Or a trustee could announce it during the public participation portion of the meeting.

Public Communication and Implementation of the Plan

- We reviewed Seth's latest draft of the trifold. We like the new photo of the books from the Welcome Library shelves in the Children's Room. Seth will add small logos for services like Catamount, Libby, etc.

- Library staff members have spoken: “There’s no party like a Strategic Planning party!” We’ll plan an event for Friday, September 15th, after hours. It can incorporate library tours.
- The Friends will have an ice cream social at Gallery Walk next Friday, Sept. 1. We hope to have copies of the brochure at that event.
- Starr and other Town Department Heads will meet on August 30th to help plan an open public fair where each of the tables is focused on a department of the Town and the services it provides. We brainstormed ideas about how to make the library table exciting and interesting. “We contain multitudes!”

Adjourned at 6:00