

Brooks Memorial Library Strategic Planning Minutes, January 23, 2024

Convened at 4:40 in Meeting Room B

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

- Agenda changes: none
- Public comments: none
- Minutes of November 21, 2023: approved as submitted

CONTINUING BUSINESS

Communications to public

- We've use various avenues to promote the plan, and Starr will highlight in her annual report.

Activities update

- Supervisory staff will have two long-format meetings with a focus on planning.
- Proposal from Matt: an open house, kind of like the Town open house but more of a behind-the-scenes look at how the place runs. During National Library Week in April? Possibly, along with the eclipse activities. NLW is April 7-13, and the eclipse is April 8 (a Monday). Open house later that week. 4:00-6:00? Starr will bring these ideas to the supervisors this week.

Goals review/input

- Evaluating how we're doing toward meeting the goals of the plan. We'll evaluate strengths and weaknesses--our abilities around collaboration, public relations, etc. Ann will do some research into how that can happen and what shape it will take. We can use part of the next Strategic Planning Committee meeting to plan how to further the evaluation process, including involving the whole BOT.

Marketing

- Signage: Maybe a joint meeting with Buildings & Grounds Committee? This is a big project, with physical limitations of the building.
- Other ideas: we'll feature our promotional slide at the Latchis beginning in February. Further collaboration with Latchis? Sunday Matinee? Free popcorn with a library card? The theater is also available for private parties—staff/board fun evening?
- Chamber window—sit and read. We could take shifts!
- Starr updated us on e-news: GREAT click rates, and many subscribers.

Meeting adjourned at 5:37

jmw