

Brooks Memorial Library Strategic Planning Minutes, May 1, 2024

Convened at 4:50 in Meeting Room B

- Present: Ann Varilly, Kate O'Connor, Starr LaTronica, Lindsay Bellville, Jeanne Walsh
- Agenda changes: none
- Public comments: none
- Minutes of January 23, 2024: approved as submitted

CONTINUING BUSINESS

- Goals and Activities Review

Ann shared a sample assessment tool to track progress on implementing the plan. It opened up lively discussion about how we measure progress, noting that some goals are ongoing. We referred to the written plan throughout the conversation. We also talked about trustee activities versus staff activities and considered how the board can measure its own progress in supporting the strategic plan.

- Open House / Re-launch Party Discussion

We decided that Library Card Sign-Up Month in September would be a good time to host an event to highlight the strategic plan.

- Marketing

- New outdoor signage is still a current topic for Starr and the Building and Grounds Committee.
- Maya and Seth reconnected us to Instagram!
- Facebooks remains a major social media tool for Brooks. We have a general FB account that includes adult *and* youth posts, plus a separate account to specifically highlight youth programs.
- Can we promote summer reading on the community film loop at the Latchis? We're not sure if we're in time, but Starr will check with Seth.

Meeting adjourned at 5:30

jmw