

Library Strategic Planning Committee | 8/18/2025

AGENDA

Meeting Called to Order / 4:37 PM

Agenda - Changes or additions - no changes.

Public Comments - none

Approval of Minutes of July 21, 2025: approved

Attending: Ann Varilly (chair), Bob Ferrante, Leo Schiff, Sirkka Kauffman, Starr LaTronica, Lindsay Bellville

Meeting minutes

Marketing

- Outreach
 - Marketing plan: Draft was sent around.
 - Talking to the public about the outdoor changes that are about to begin is a priority
 - (Plans are available in the hallway for public review)
 - Starr: Monroe is in the process of doing color enhancement to the plans.
 - Leo: Noted that there are not yet any big changes planned as reflected in the marketing plan.
 - Starr: This is a skeleton of a structure for a marketing plan
 - There's room for campaigns under separate cover - library card signup, the building project.
 - Leo: People receive their information in such vastly different ways, so you want to hit different sectors with different media. I didn't see TikTok, which might represent a different set of stakeholders.
 - There's also media - TV and radio - and these are free (as these media are required to represent the public interest).
 - Leo: this requires the ability to produce the recordings used in media.
 - Ann asked about the police Community Connection event – Starr commented:
 - Library had the opportunity to give away books, where kids had to interact with the Library staff, answer a question, kids got a book.
 - Gave away over 100 books! Also provided opportunity to create nice artisanal bookmarks. Ultimately it was a great experience.
 - Starr worked the balloon animal line to bring families to the library table
 - What was especially great: These were families we don't normally see at the library, and with parents who can't afford to get their kids' faces painted, etc.
 - Bylaws
 - We received a copy of the bylaws and read through them.
 - It was previously asked that we hold off amending our bylaws until the Town's bylaws have completed their round of revisions. Kate O'Connor responded to this suggestion by saying, it could take a long time for Town bylaws to be amended, so it would make sense that the Committee proceed with amending the Library Bylaws.
 - There was discussion re: multiple changes for Article III of the Bylaws (Role of the Library Director).
 - Open House
 - This is a chance for us to talk at length about our renovation project.
 - We will also focus on talking about how we work to accomplish the goals of our Strategic Plan. "For the Spaces part of our SP, we're working on *this*."
 - Dates: Suggested the final Wednesday in September. However that overlapped with the 2 nights of Rosh Hashanah so we'll need to go back to the well. Start at 5:30pm. Starr will discuss with staff.
 - Next SP meeting: Sept 15 at 4:30pm.
- Other business
 - Meeting adjourned: 5:31pm