

# BML Strategic Planning Minutes, September 15, 2025

Convened at 4:40 pm in Meeting Room A

Present: Ann Varilly (Chair), Sirkka Kauffman, Bob Ferrante, Leo Schiff, Lindsay Bellville, Starr LaTronica, Jeanne Walsh

- Agenda changes: none
- Public participation: none
- Minutes of August 18, 2025 approved as read

## CONTINUING BUSINESS

### **Marketing/Outreach**

We reviewed the marketing plan and made small changes, such as adding community groups to the audience list. The plan is in good shape. We discussed how trustees and staff can work together to implement the plan. It can be a shared tool for event managers and everybody involved with library programs and services. It can help the marketing committee approach trustees with a specific “ask” to help them provide meaningful support for these efforts.

### **Open House**

We changed the date from September 30 to Monday, October 20, 6:00-8:00 p.m. This is a chance for members of the public to see what happens behind the scenes at the library, combined with a formal presentation of library news, including an update on bids for the outdoor building renovation project. Proposed schedule:

6:00 - 6:45 self-guided tours through library departments

6:45 - 7:15/7:30 presentation

7:15/7:30 - 8:00 more self-guided tours

### **Bylaws update**

We reviewed the proposed edits and decided the draft is ready for review by the whole Board of Trustees at their next meeting: October 14, 2025. Trustees will be able to ask for further edits, or if no edits are needed, it will be the first public reading of the updated bylaws.

Adjourned at 5:30 pm