

BML Strategic Planning Minutes, October 20, 2025

Convened at 4:37 p.m. in Meeting Room B

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

- Agenda changes: none
- Public participation: none
- Minutes of Sept. 15, 2025 approved as read

CONTINUING BUSINESS

Bylaws & Policies

No feedback yet, so we must have done a good job.

Marketing

We've been putting this into action—for example, Julia has been doing nice work with social media. We'll start working on a marketing calendar. Meanwhile, Seth is working on communication around the big building project.

Open house Nov. 18

Open house: how to get people to show up? We brainstormed ideas, including what to call it: "Behind the scenes?" "Hidden world of Brooks?" "See the secrets of the library?" We'll keep working on a good name, highlighting the happy secrets theme. We'll have free pizza in community room, and Friends and Trustees are bringing other treats. We might wrap surprises and leave them around the library for visitors to find, like an egg hunt. "Free stuff, free movies...Fun games, prizes, and surprises." The schedule:

6:00 - 6:45

self-guided tours through library departments + pizza available

6:45 - 7:15

presentation of the Strategic Plan and update on our building project. We'll also ask people what they would like to see from us.

7:15 - 8:00

more self-guided tours + pizza available/finish your bingo card

Starr and Ann will meet on Nov 4th to send a communication to the whole Board and the Friends about the open house. Then, another reminder closer to the date.

Adjourned at 5:30 pm