

*Griffin Free Public Library
Strategic Planning Meeting
June 25, 2019*

Present: Nancy Mayland, Chair; Joe Forest, Treasurer; Liz Michaud, Secretary; Brenda Beer, Alternate; Joe Forest, Treasurer; Kathy Growney; Sharon Bluhm, Alternate; Library Director: Hope Garner, Library Assistant:

Nancy Mayland started the meeting started at 6:32m

Agenda: Discuss the Library Strategic Plan. The format for this meeting is a working, informal session.

Progress:

Goal 2.2 – Improve digital presence / Work with friends for amazon smile
2.2.1 & 2.2.2 are both now complete.

Now we need to publicize that we have Amazon Smile. Amazon is having a special day on July 15th, it will be a good day to publicize.

2.1.1 – Next Kathy will work on redesigning the website to enable digital donations.

Follow up:

There has been progress on the sign

The electrician will look at the light on the sign once it is complete and also take care of the flashing light in the front room.

Brainstorming on questions for Terry & Bill:

- How do we start?
- Should we track donated money for the new building in its own account?
- Should we track town money for the new building in its own account?
- Will the town pay bills directly or will they give us the money to pay the bills?
 - Specifics / limits
- Ideas for fundraising from donors, how do we raise money?
- Do we hire a consultant for fundraising?
- How do we ask for money?
 - Key influencers in town
- How do we collect money: account for the Friends group, account for the Trustees, others?
- Examples from other towns?
- Names on “shelves/rooms/doors/patios” named after big donors?
- How to make sure we don’t lose the donations to other resources in town?
- Ask Bill about conducting the town survey.
- Can we ask people to get/renew library cards at the Town Election?
- Recommendations for Library Consultants?

- CIP: Questions about Expansion Assessment
- CIP: Questions about Development of Plans for the Building
- CIP: Money allocated to construction in 2024

Hope handed out a list of libraries that are doing expansions and/or additions and others that have completed construction. We are looking at this list to find libraries to visit. We want to see other libraries to look for ideas of what we might like, what we don't think will work, what we might not have considered, etc. Joe would like to make sure we see a library that is an expansion to an old building, Hope suggests Hopkinton and Sunapee. Epping, Milford, Madbury, and Barrington are currently in the process of building, it might be interesting to talk to their staff and Trustees.

Library Advocacy in September: Get and/or renew your library card. Hope & Kathy will work on a campaign to encourage people to support the library by getting a card and keeping their cards updated. The more active users we have the better positioned we are for supporting our budget, the more likely we are to get grants, to receive state awards, etc. Discussion about a table at the town election to get people to sign up for a card.

Book Sales:

Nancy did measure the space and confirmed that there is space for the big tent and the Park & Reqs tent. But we need to make sure we have volunteers for Wednesday 5:30pm, 6-8 strong people will be needed.

Fourth of July: Motion to close the library early on July 3rd made by Nancy Mayland/Joe Forest 2nd. All in favor.

Discussion about future Strategic Planning meetings. We are going to work off the current plan and believe we can discuss updates at the Board of Trustee Meetings. A decision was made to postpone a separate meeting until at least September.

Request for snacks for tomorrow night's event by Dan.

Chris found the library unlocked yesterday; the alarm was set but the building was unlocked. Kathy reminded everyone that we need to lock the door if we come after hours.

No meeting scheduled for at least the next two months.

Motion to adjourn the meeting made by Liz Michaud/Nancy Mayland 2nd, All in favor.
Meeting adjourned at 7:59am

Liz Michaud
Secretary

Action Items:

- Liz to add to the September trustee meeting to discuss dates to visit other libraries and what libraries we want to see.
- Liz to add to the January Mtg - discuss table at the election for renew/get library cards.