

*Griffin Free Public Library
Strategic Planning Meeting
January 31, 2019*

Present: Nancy Mayland, Chair; Liz Michaud, Secretary; Jeanni Worster, Alternate; Brenda Beer, Alternate; Kathy Growney, Library Director; Hope Gardner, Library Assistant

Absent: Sharon Bluhm, Alternate; Joe Forest, Treasurer

Nancy Mayland started the meeting started at 6:41pm

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

Kathy started the discussion by starting to look at the goals section of the working document "Strategic Plan Working Document"

Most of the goals refer to "growth". Strategically do we want to put it out there as a main goal or do we want the strategic plan to just address making improving. We agree we need to be upfront about our goal to grow.

Advocacy marketing – Nancy would like the plan to reflect the goal to market the library more.

Physical space:

- Kathy has started to work on the survey to send to the community
- See list of goals on the document.
- Hope mentioned a handout "Is a Capital Campaign in your future?"
- Discussed the potential to have a fundraising committee.
- Discussed that we may need a new account to hold building funds.
- Cash donations should go through the Friends as they are a 501C3, but fundraising activities (ex: Dance) can be accepted directly by the Trustees.
- Hope has volunteered to contact the right dept about Rural Development support.

Fundraising

- The Friends are set up as a 501C3 so they could be the foundation for fund raising or we could create a new foundation. The Trustees will need to make this decision.

Digital Presence

- Discussed need to be able to take Credit Cards
- Discussed ability for the website to take donations
- Amazon smile

People/Volunteers

- Need a pool of people to pull from for volunteers.
- Fundraising volunteers too – or other groups relating to growth.
- Staffing levels will need to grow too

Marketing/advocacy

- Could go to other community meetings: PTA, local churches, personal groups.

Collaboration/Business Support

- Working with local schools, AVS & Pinkerton
- Work with Park & Rec – and/or other town departments.
- Working with local businesses – alerting them about employees getting library cards

We don't have anything on this list of goals about our collection. – That will be a discussion for future strategic plans.

Kathy will continue working on the goals for this document.

Nancy shared a document that Ricky Sirois did when he was the Library Director – a type of project management spreadsheet to keep us on task for different goals.

Nancy read a summary of an article in the latest NHLTA Newsletter about Peterborough raising library funds.

Next Meeting March 5, 2019 6:30

Motion to adjourn the meeting made by Nancy Mayland/Liz Michaud 2nd, All in favor.

Meeting adjourned at 8:02pm

Liz Michaud
Secretary