BML Planning Meeting Minutes
February 4, 2016
4:30-6 p.m.
Local History Room

Attendance: Jane Southworth, Lindsay Bellville, Jeanne Walsh, Pam Becker, Howard Burrows, Susan Troy, Starr Latronica, Jennifer Lann

Absent: Elizabeth Tannenbaum

Guest: Alex Stinson

Call to order: 4:30 p.m.

Public Comment: No public comment

Review of minutes: Minutes of December 3, 2015 approved

Review of planning process to date: summarized by Jane.

Structure planning process:

Jane invited Starr to comment.

Starr: Loves planning. Opportunity to think loftily, in an aspirational way of what we want the library to be in this community.

What are our core purposes and core values—what's important, and what can we be? Love the simplicity of the current plan with the five steps, but there could be things we're overlooking about what the community might want of us, in addition to letting the community know what we already offer.

Jane: We need to set up a schedule.

Pam: Working backwards: when do we need the plan, when do we need the data for the plan?

Jane: 2017, new year. We have 10 months.

Starr: April has a Library awareness week. Good outreach opportunity. Wonder if we might want to start with targeted community group, branching out from there?

Jane: Recommends we hire a facilitator.

Alex: Doesn't have to be one facilitator: small groups of 8-10 could be facilitated by us in addition to the plan facilitator. Pam: That's what we did with Christine Frese last plan.

Jane: How would we survey the general public? Clipboard to public locations?

Jeanne: Can we find mechanisms for how to reach people who don't come to the library already? Reflected that Starr was suggesting that the initial group of movers and shakers could give us ideas for this sort of outreach.

Pam and Jane: Include our donors, who are not necessarily otherwise the community's movers and shakers.

How we figured out the group last time: brainstormed a list and discussed it. Invited them personally via phone call, etc.? There were three meetings. First very well attended, then dropped off. Three seems too much. One is best; two at most. 90 minutes to 2 hours.

Pam: Prompt them ahead of time to focus on what is it that we're not doing that they would like us to do?

Jane: How about also what we're doing well and not well, and which of these matter most (the quadrant model)?

Jeanne: Are we running this meeting with a model in place, or do we generate the model from the meeting? (Not determined yet.)

Howard: Took notes on the attachments for this meeting. We by ourselves can't do it all, but we can with the help of the community. Suggests we move beyond, "What do you need? What do we do okay?" to showing them what can be from examples from other libraries and asking them if they like those models/ideas.

Alex: What are the pillars of items that we really want to promote?

Howard: Go to Peter Elwell and Patrick to learn the needs of the town.

Starr: Community asset assessment. That's why it's important to have ideas from people who represent those community groups.

Jane: Read the Town Plan first to have a foundation.

Alex: How are these groups already showing energy, and how can the Library assist. Such as Brattleboro Area Techies. Perhaps the Library could provide the physical space for them to work together. Clusters of opportunity.

Starr: Action guide stresses collaboration. Do asset analysis and bring those groups in.

Jane: April ~13 (2nd week of April is Library Awareness Week), we have our first meeting of movers and shakers.

We need to make the list.

Starr: The list should include the community activists. There's a GIS committee in town. They should have some input. Geographic Information Systems mapping.

Alex: Once you have the geographic map you can layer on so many other maps (demographics, wildlife, homeless, etc.)

Jeanne: Was a GIS committee member a few years ago. That tool could be very deep for some departments and not others. More (at the time) a public works, public safety asset. Alex: now a digital literacy opportunity of people creating and reading meaningful maps.

Pam: Construction will be underway—the meeting room will be in flux. Anticipate that challenge, and the opportunity that the new space plan provides. That plan should be presented as part of the meeting.

We are already changing, and we want your guidance for how else to change. Plus the opportunity to target teens to inform the construction of the new YA space.

Jane: We need to set a date, determine the people, set an agenda.

Alex: And need the pre-work with staff facilitating to figure out the pillars and discussion point. Could come from the different audience clusters, and that could inform some of the agenda.

Lindsay: What about the non-movers and shakers? We want them in the room as well. There are people coming to the library every day.

Alex: They could be considered a subcategory of movers and shakers—they move the library.

Jane: One meeting with one type of group; another meeting with another type of group?

Pam: Or more than one and anyone chooses which one. Different times (evening vs. afternoon. for example). Signs in the Library inviting our patrons, in addition to formal invitations out to people who don't come here.

Starr: Let's call them "Community Conversations" to be inviting. Would love to hear kids' voices, YA voices.

Pam: Homeschoolers? Lindsay says they don't use us as much as they used to. Helpful to find out why.

Jane: Having more than one type of gathering could be good for different types of participants who would self-select for these alternate avenues.

Starr: Could offer different opportunities, such as open houses and different hours.

Pam: And bulletin boards.

Alex: Sticky notes can be so important for capturing different voices and ideas.

Susan: United Way knows the community groups and contacts.

Jane: Two large meetings; 10 small meetings here and outside.

Starr: There's a new group of senior volunteers being formed of over 55. They get trained and paid to volunteer at local organizations.

Alex: Two large meetings with movers and shakers (which includes regular patrons), and they determine the pillars. The smaller groups are queried for feedback about the pillars.

Jennifer: How about a staff & board SOAR analysis as the foundation? (Strengths, Opportunities, Aspirations, Results)

(Agreement) Alex says that's what he meant by the "pre-work" needed before the first large community meeting.

Starr: ~~Movers and Shakers~~ = "Engaged Community Members"

Jane:

Timeline:

First: SOAR analysis with staff and board with facilitator: close for the morning. March—set by Doodle poll and Amy's availability as a facilitator.

2nd: Engaged Community Members meeting with facilitator and breakout groups during 2nd week of April.

3rd & 4th: target audience meetings and online survey (May)

Starr: Important not to use "movers and shakers" label—anyone who wants to be engaged with this process gets to come. Specific invitations and public announcements. Needs to be welcoming for everyone to have their say.

Amy Howlett would be a good person to request first as our facilitator.

Next actions:

- Each of us send an email with a list of 10 engaged community members to Jane within the week.
- Starr will contact Amy about her availability and get some March dates
- Someone will send a Doodle poll after we get Amy's dates.

Adjourned at 5:50 p.m.

Next meeting: Feb. 25, 4:30-6 p.m.