

Strategic Planning Committee Minutes

August 25, 2016, 4:30 p.m., Local History Conference Room

Present: Jane Southworth, Starr LaTronica, Kate Wylie, Elizabeth Tannenbaum, Jeanne Walsh, Connie Bresnahan, Jennifer Lann, Pam Becker, Susan Troy

Changes to agenda: none

Public comments: none

Minutes accepted as read.

Old Business

- a. Survey final. How do we do the data entry for print versions of the survey? We'll ask Howard for ideas. We reviewed the mockup of the online survey and agreed that we're content with this final version of the survey. We'll make it available on the website through October and will send a Constant Contact email about it, reaching about 5000 recipients. Greg Worden offered space in front of VT Artisans for the Sept & Oct gallery walks to promote the survey. We'll get 1000 print copies.
- b. Outreach to groups. Starr reported on her visit with Rotary, whose members suggested ideas for "cataloging the community." Several filled out paper surveys. We agreed that we have a good list of groups for outreach, and added a few more ideas for groups. We'll add address to the paper survey so people will know where to return it. We brainstormed additional places to visit to engage people and administer surveys. We went through the complete list of sites, and committee members signed up to visit them. Pairs are good. Make a bookmark with the website address, advertising the survey link.
- c. In library survey set up. Jane will set up. Maybe also have a laptop at that table for doing the survey. Jane is arranging for bookmarks so staff can promote that way, too.
- d. Online setup. We finalized text and layout.
- e. PR for survey. We brainstormed additional ways to get the word out, and made plans for supplies for the visits: signs, pens, chairs, etc.

New Business: none

Adjourned at 5:54.