

BML Strategic Planning Minutes June 21, 2022

Convened at 4:45 pm in the Quiet Reading Room.

Present: Greg Hessel, Lindsay Bellville, Howard Burrows, Starr LaTronica, Ann Varilly, Kate O'Connor, Jeanne Walsh

Minutes approved

No public comment

Update on survey and Greg's conversations with partner organizations

Highlights: Perception of staff is overwhelmingly positive. Partners commented on customized above-and-beyond services. The only question that baffled folks was what else we could be doing. Few could think of anything. Among survey respondents, overall perception of the library is very positive. Elders and ethnic minorities are slightly less positive than other groups.

We reviewed and commented on the survey summary. We noted that the survey questions made people more aware of services we have. People indicated they would use more meeting space if we could provide it. We're associated with serving homeless folks (mostly neutral comments on that, with a couple positives and negatives). For platforms, folks are using a lot of Facebook and Instagram.

Greg's two take-aways: There's curiosity about older folks and about communication. "A lot of people don't know what you do." We discussed aspects of this problem, both outward-facing communication and signage in the building.

We discussed the "Single Change" wish list, imagining some possibilities.

Staff Session on Thursday

We'll have bookmark copies of the current plan. Ann secured some raffle prizes. The BOT will be well-represented. Greg encourages trustees to listen, and all in attendance agreed. We'll keep an eye on the weather and make a decision about the venue on Wednesday.

Forums

Brief is good. 10-15 minutes. Kate noted the short format works well with groups like Rotary (breakfast?) and the Senior Center (lunch?) We noted that data gathering important, but don't keep it infinitely open-ended, and keep in mind that we're looking for folks in our community more than visitors who are only stopping through for big events.

Greg and Lindsay in conversation about focus: "A huge laundry list isn't a strategy." Convening, connecting, setting the table can engage everybody without us having to do all the work ourselves. We have to let go of some things to be available for others.

We'll have a handful of small, focused forums, a couple public forums, and then a retreat in mid-September to synthesize what we have gathered. Ideally, a staff member and a trustee would be involved with each forum.

A few organizations we mentioned to talk to are Rotary, the Senior Center, and the RTM Caucus.

Greg suggests this this of questions for the small, targeted forums:

- How are we doing?
- What single change would make you more likely to recommend us?
- What else should we know?
 - For Senior Center, add a question: Their group wasn't as satisfied with our services as some other groups. How could we do better?

Next meeting: Tuesday, July 19th, 4:45

Adjourned at 6:00