

BML Strategic Planning Minutes, July 18, 2023

Convened at 4:50 pm in meeting room B

Present: Kate O’Conner, Leo Schiff, Ann Varilly, Starr LaTronica, Lindsay Bellville, Jeanne Walsh

- Agenda Changes: None
- Public Comments: None
- Minutes of June 27, 2023: approved and seconded as submitted

CONTINUING BUSINESS

Communication and Implementation

Website

We can use some of Seth Thomas’s design elements to create a web page on our site to present the plan. We’ll link it prominently from the front page. We’ll create it within the Wordpress site so that the content is legible, accessible to screen readers, and able to be enlarged on the screen.

Print materials

We reviewed Seth’s latest drafts and made notes that Starr will discuss with Seth:

- Add the library’s address and website address to all the printed materials.
- For the single sheet version, we’ll use the tri-fold, with some possible edits:
 - Add another image, preferably from CR, whose space isn’t as fully featured in the multi-page document. Possibly a photo of books from the welcoming library?
 - Correct the color on the Instagram logo (PINK!). And let’s add the Libby and Palace icons.
 - Something fun on the last page—like, a patron shopping list of what to pick up at the library, with blanks to fill in. Something personal and surprising.

We will mail physical copies of the full plan to our community partners.

Other presentations of the plan

- Launch party: It can be an opportunity to show and celebrate what we do. We'll return to this topic after the staff meeting on August 11th. Maybe a party in September.
- Press release
- Presentation to Selectboard: Starr will check with John Potter about the best approach, either presenting it formally at a meeting or simply including it in the Selectboard packet.

The formal plan for the public doesn't include the nitty-gritty staff-level work plans, but that doesn't preclude us adding those details to packets so Town folks (including library board) can stay up to date on our activities.

Tagline

Starr proposed *Brooks Memorial Library: We contain multitudes*. Kate endorsed *Brooks Memorial Library: We contain multitudes!* (Punctuation is exciting! Where is my tote bag!?)

Marketing

One of the tasks of this planning committee will be to assist in marketing, which will further the Public Relations goal in the plan.

We discussed forming an advisory marketing team, which might include the Brattleboro Communications Coordinator, trustees, selected community partners, staff members, and Friends

Adjourned at 6:00.