

## BML Strategic Planning Minutes, November 21, 2023

Convened at 4:50 in Meeting Room B

Present: Ann Varilly, Leo Schiff, Starr LaTronica, Jeanne Walsh

- Agenda changes: none
- Public comments: none
- Minutes of Sept. 26, 2023: approved as submitted

### CONTINUING BUSINESS

Communication and implementation of the Strategic Plan (SP)

Introducing the SP to the public

- We'll have a public program on Dec. 4<sup>th</sup> focused on the book *Common Place*, which is about libraries. We'll talk about the SP at that event.
- Starr will be at the Selectboard meeting on Dec. 5<sup>th</sup>, when the SP will be in the packet, in case there are any questions.
- Copies of booklet and thank-you to partners are in process.
- Press release and/or letter. We discussed the options and the timing. Ann will coordinate with Kate about this and about the booklet.
- Library e-news—we'll promote it there. Plus, feature it on front page of Library & Community News, with link to the full plan on the web page.
- A launch event? Holiday open house? Or include it in an already-enticing program? We'll keep this idea open.
- Seth Thomas is updating the library's landing page on the new Town website, and he seeks input on what we want to put there. Maybe we'll include the Strategic Plan.

Internal activities furthering the SP and the goals within it

- Starr reported on staff requests to pursue professional development activities. We're asking staff to report on how each development opportunity furthers the SP.

- For staff: what are we currently doing that fits into the four themes in the SP? And what might we *like* to be doing?
- Monthly reports to trustees can sort activities into the four “buckets” of plan priorities. Also, we’ll initiate quarterly SP update/conversation with trustees. The first quarterly update will be in January 2024.

## Marketing

- We’ll seek input from the public at meetings, asking them where they hear about events: flyers, e-news, Front Porch Forum, etc.
- We’ll continue coordinating with Seth to make the most of Town and Library social media.
- Should we include Kanopy movies in the e-news weekly themes? Yes, we have done that in the past, and we can re-introduce it.
- We’ll keep internal statistics to determine patron engagement with e-news.

Adjourned at 5:30.