

## **BML Strategic Planning Minutes, September 26, 2023**

Convened at 4:48 in Meeting Room B

Present: Kate O'Connor, Leo Schiff, Ann Varilly, Starr LaTronica, Jeanne Walsh

- Agenda Changes: none
- Public Comments: none
- Minutes of August 22, 2023: approved as submitted

### **CONTINUING BUSINESS**

#### **Communication and Implementation of the Plan**

Communication to public

- Website: done!
- Print materials: done!
- Brochures to our community partners: Trustee committee members will customize a general letter with hand-written notes to send to our partners to thank them for their help in creating the plan. Kate will print out letters with custom inside address to recipients, and we'll see if all BOT members can sign.
- Press Release: Starr will send to her media list.

Activities update

- We'll have launch party!
- It'll be fun!
- There will be food!

## Marketing

### Weekly e-news

We discussed some ideas, especially about inviting the public to contribute content, e.g.:

- Send us a story or photos from your museum visit!
- Was riding the e-bike a good adventure?
- I bought Ove Gloves at Brown & Roberts after checking them out at the library.
- Leo would like to write a story about discovering a great new Large Print book on our shelves.

There are multitudes of possibilities!

But, what about editorial oversight of the e-news? We discussed the challenges for coordinating activities and sustaining e-news/outreach and program support. Starr shared that our trifold for the Budget Engagement event explains that we need two positions: an outreach person and a social worker.

We talked more about the Budget Engagement event and the messages we hope to share. There isn't a single person in the community who wouldn't benefit from connecting with the library. It's a "shining star" and sign of hope and vitality in the community. And many of our resources and services are funded by the Friends and the endowment.

Adjourned at 5:48.