

## **Minutes October 31, 2019**

### **Demmer Library Strategic Planning Workgroup**

Attendance: Workgroup members: Erica Brewster, Nancy Brewster, Paul Kaiser, Rich Mahlerwein, Heidi Raddatz, Lyn Pietila (Demmer staff)

Others: Dominic Frandrup (facilitator), Jamie Matczak (WVLS), Marla Sepnaski (WVLS)

Absent: Ann Asbeck (excused), no Trustee auditor present

Paul Kaiser called the meeting to order at 2:05 p.m.

**Report on agenda posting:** Erica reported on the agenda posting in accordance with Wisconsin Open Meeting Law.

**Agenda approval:** Motion by Rich, seconded by Heidi to approve the agenda. All ayes, motion carried.

**Approve of Minutes for October 17, 2019:** Motion by Lyn, seconded by Erica to approve the minutes. All ayes, motion carried.

**Reporting on stakeholder interviews:** Workgroup reviewed the feedback gathered in the stakeholder survey. Emerging themes included: lack of success in communication/marketing; meeting rooms are much appreciated but need to be better advertised and students don't like having to "sign in" to use them; appreciation for strong programming – continue programs for children and youth and need to expand for teens and adults; need to capitalize on opportunities to expand partnerships and do more with outside partnerships with school, churches, local groups, businesses; need to improve outdoor area and outdoor seating space.

**Organizational themes:** Reviewed themes from stakeholder interview and how they aligned with timeline. The Demmer has a history of innovative programming through Story Hour, etc., and has served as a quasi-community center and has always been community focused. The values of welcome, innovation, service and integrity align with this. Communication is an internal value, but isn't being successfully expressed to the wider community.

**Organizational readiness:** Utilized a SWOT analysis to identify organizational Strengths, Weaknesses, Opportunities, and Threats/Constraints. Handed out and introduced the Wisconsin DPI Public Library Standards and the quantitative analysis of the Demmer's collection, etc., compared to the standards. For next meeting: workgroup members will review the standards and reflect on the themes from the timeline, values, and stakeholder interviews and work on imagining how the library could move towards aligning the those themes with a vision for the future.

**Next meeting will be November 21 at 2:00 pm in Tamarack Room**

**Adjournment:** Motion to adjourn by Heidi, seconded by Rich. All ayes, motion carried. Meeting adjourned at 3:40.

Respectfully submitted: Erica Brewster

Themes from stakeholder interview:

- Communication - marketing
- Meeting room spaces - more advertising of, use for homework
- Programming - continue for children/youth, expand for teens, adults
- Partnerships - more with outside partners (school, churches, groups, business)
- Outdoor seating/space use

Themes from timeline

- Youth programming (Story Hour 50+ years)
- Quasi community center - community focused

Themes in the values

- Welcoming - people feel welcome when they come in
- Innovation - Story Hour
- Integrity -
- Service -
- Communication - we need to learn how people are gathering info

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>- Community support</li> <li>- Great staff</li> <li>- Meeting space</li> <li>- History of Story Hour</li> <li>- Facility/space</li> <li>- Fresh appearance</li> <li>- Friendly staff</li> <li>- Great spaces</li> <li>- Friendly, competent staff</li> <li>- Equipment (ScanPro, computers, printers, scanners)</li> <li>- Excellent collection</li> </ul>	<ul style="list-style-type: none"> <li>- Limited funds/hours</li> <li>- Limited hours</li> <li>- Seasonal fluctuations</li> <li>- Lack of media/marketing plan</li> <li>- Getting teenagers to talk to us</li> <li>- Total staff time in budget</li> <li>- Marketing</li> </ul>
Opportunities	Threats/Constraints
<ul style="list-style-type: none"> <li>- More technology and computers available</li> <li>- Digital communications and connections</li> <li>- Skilled seniors</li> <li>- Increase programs held off-site</li> <li>- School partnership opportunities</li> <li>- Lots of local, <u>interested</u> business owners</li> <li>- Good culture of volunteerism</li> <li>- Programs are educational and fun</li> </ul>	<ul style="list-style-type: none"> <li>- Large service area</li> <li>- Parking limits (on street/not enough)</li> <li>- Demographic donut hole</li> <li>- Huge range of unclear expectations</li> <li>- Outside changes in funding, governance, economy</li> <li>- Conference room scheduling</li> <li>- Funds that can't be used to pay staff</li> </ul>