

Minutes November 21, 2019

Demmer Library Strategic Planning Workgroup

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

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

Absent: 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 Ann, seconded by Rich to approve the agenda. All ayes, motion carried.

Approve of Minutes for October 31, 2019 : Motion by Rich, seconded by Heidi to approve the minutes. All ayes, motion carried.

Reporting on input from community survey and Idea Tree: Erica reported that some input is being received. Efforts to gather more will be encouraged by posting the survey on Facebook, the idea Tree will remain, and a question of the week will be on the whiteboard for patron responses.

Reporting on task assigned at the last meeting: Workgroup members shared their thoughts regarding the standards in relation to what was learned through prior SWOC/T analysis, specifically areas of overlap. Particular areas of attention were programming across various demographics, outreach, public relations/marketing and priorities for use of staff time. There was general agreement that Demmer Library strives to achieve Tier Three but that may be difficult across all standards without additional funding.

Anticipating the future – Visioning Activity: Dominic presented an activity for which workgroup members visualized the Demmer three years from now and each member stated a “headline” for her/his vision. This was followed by using those visions to describe “a moment in the library (see, hear, smell, taste, feel) and what we would anticipate people saying about the library three years from now. [Dominic's notes are attached as examples of the discussions.] Commonalities gleaned from the activities: The library is a hub of activities; library is heart of the community; library is a community center; there is [library directed/sponsored] activity outside the library; offering food for patrons; marketing/promoting library spaces as remote working spaces; community groups are utilizing meeting spaces.

Assignment for the next meeting: *none*

Next meeting will be January 16 2020 at 2:00 pm in Tamarack Room

Tentative Phase 2 meetings: Feb 13 (with Foundation), Feb 27, March 12, March 26

Adjournment: Motion to adjourn by Ann, seconded by Rich. All ayes, motion carried. Meeting adjourned at 3:45.

- Idea tree and survey results

We will be reposting patron survey to facebook.

Idea tree will remain out through the next month for more feedback.

Whiteboard will have a "question of the week" for patrons to reply.

- Assignment review – report on how you see identified SWOC/ T and Library Standards overlapping.

Observations:

Tier three of Library Standards relies on funding to accomplish.

There's not staff time to add more activities without reprioritizing existing staff time.

There is a need to create formal partner agreements for communication and who does what when working on joint endeavors with other organizations.

Investigate signage requirements along roads/ highways to point to library.

Outreach options: jails, meals on wheels, magazines for homebound.

We are "Striving for Tier 3 and Building Bridges between demographics"

Public relations for the Demmer means marketing library programs and services.

1. "Headlines" activity

- **Tubes! Order books from other libraries and get them in minutes**
- **Demmer Library Boosts Community Literacy** (School age - access to books.)
- **Demmer Library hosts Black Friday outdoor event in green space**
- **Demmer library Recognizes Volunteers!** (Utilize volunteers for hospitality and program introductions.)
- **Demmer Library expands services/ opportunities for seniors** (Age is a misconception- Library is a good place to do them.)
- **Demmer Library named 'Library of the Year' by WLA**
- **Demmer Library gets state Excellence Award for 'Top Small Library'**
- **Demmer Library celebrates intergenerational programming**
- **Demmer Library offers free puppies**
- **Library director sees top of desk with the help of a volunteer**

2. "A moment in the library" visioning: what do you see/hear/smell/taste/feel

3. How do we want to hear people talking about the library.

-The collections area was silent and unpopulated. People are noisy and moving around in the periodical area, meeting rooms and green space. I hear "I can't believe I voted against this! See you back here tomorrow." (Sound of deer rifles in the distance.)

-SEE- large turkey (person in costume)- walking down main aisle.

-HEAR- people talking upstairs and down.- small groups- working together in libratory, Tamarack & Maple rooms. Children running and playing.

SMELL turkey dinner.

Sense of joyfulness in the air.

-SEE- lots of people coming to the library, excited.

-SEE- snow falling lightly outside.

Lots of laughter and hugs. -TOUCH-

Director finds top of desk. Director Takes Daily Nap.

Local History- Art on the walls

Popcorn- movie day

People using all spaces, esp. Libratory, Local History room

The museum is open with new displays.

Birdfeeders outside windows

Solar panels on roof

Green Space- trees in yard- it's decorated with people in it

Director office, book sale, hallways all have "Lived in" feel, no more new library smell

Sense of wonderment- the library open on Thanksgiving!

FEELS- warm, welcoming, fireplace on, soft places to sit, BookPages

SMELLS- Coffee inside, crisp fall air outside, books

SIGHT- Similar sights- people in meeting rooms using technology to bring people together, familiar faces.

SOUNDS- quiet conversations, greetings, kids playing, doing experiments in Libratory.

The low sounds of people talking quietly all around. Circles of visitors saying how they enjoyed the spaces to check email and alone time without interruption by family.

The stairways are filled with a group of people who just got out of seminars/ meetings downstairs and who are still talking as they leave. Things smell of Christmas cookies, though no carols are yet playing, thankfully.

The green space, extending into the historical society area and across the street would have the sound of birds, if it wasn't November, and it's November, so it smells of woodsmoke out there.

SEE- the library is a very busy place- lots of people throughout the building. People greeting one another.

Family and intergenerational library activities.

HEAR- "There's so much going on here, it's tough to decide what to do!"

SMELL- Thanksgiving foods on the street. Celebration.

FEEL- Welcoming.

TOUCH- library doors open easier

- Commonalities from "Moment in Library" activity:

The library is a hub of activities

Library is the heart of the community

Library is a community center

There is library activity outside the library

Offering food for patrons-

Respectfully submitted: Ann Asbeck

Marketing/ promoting library spaces as remote working spaces
Community groups are utilizing meeting spaces

_Scheduled meeting dates for Phase 2 of the planning process. _

Thursdays: 2-3:30pm

January 16

February 6 (with Foundation)- *This needs to be rescheduled as Dominic has a conflict (suggests February 13)*

February 27

March 12

March 26