

Minutes January 16, 2020

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); Jaime Matczak (by phone)

Absent: no Trustee auditor present

Ann Asbeck called the meeting to order at 2:00 p.m.

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

Agenda approval: Motion by Paul, seconded by Nancy to approve the agenda. All ayes, motion carried.

Approve of Minutes for November 21 , 2019 : Motion by Rich, seconded by Heidi to approve the minutes. All ayes, motion carried.

Review the summary notes from Phase 1: Dominic lead the group in a brief discussion of the notes created in Phase 1.

Prioritizing activity: Phase 2 began with the group selecting two of the six posed questions [see attached page]. In order to consider “**How does the Demmer Library [achieve a visionary outcome/practice/value] while [working within a limitation or constraint]?**” For each question, group members individually wrote brief answers on post-it notes. The notes were collected and then grouped as themes/patterns of responses emerged. Discussion of the themes followed.

The two questions addressed were:

How does the Demmer Library provide excellent service to all residents in the Three Lakes area in a future with the same amount of staff time?

How does the Demmer Library communicate its services to all residents in the Three Lakes area in a future with the same large service area and seasonal variability?

Date for the next meeting: February 13, 2020 from 2-3:30 pm in Tamarack Room

Assignment for the next meeting: *none*

Tentative Phase 2 meetings: Feb 27, March 12, March 26

Adjournment: Motion to adjourn by Nancy, seconded by Rich. All ayes, motion carried. Meeting adjourned at 3:30.

Respectfully submitted,

Ann Asbeck

Questions posed for prioritizing activity:

How does the Demmer Library [achieve a visionary outcome/practice/value] while [working within a limitation or constraint?]

How does the Demmer Library extend its welcome to all residents in the Three Lakes area in a future with the same amount of staff time?

1.

How does the Demmer Library maintain its services to all residents of the Three Lakes area in a future with the same amount of staff time?

How does the Demmer Library demonstrate its “funnovation” to all residents of the Three Lakes area in a future with the same demographic donut hole?

How does the Demmer Library provide excellent service to all residents in the Three Lakes area in a future with the same amount of staff time?

How does the Demmer Library communicate its services to all residents in the Three Lakes area in a future with the same large service area and seasonal variability?

How does the Demmer Library communicate its services to all residents around Three Lakes in a future with the same huge range of unclear expectations?

How does the Demmer Library provide excellent service to all residents in the Three Lakes area in a future with the same amount of staff time?

Prioritize services: shifting time

- Clarify priorities for service
- Prioritize services
- Acknowledge nature of service: essential, long-term, pop-up/flexible
- Prioritize staff time

Volunteer involvement: shift duties

- Service
 - Volunteers do the planning (programs, reference)
 - Volunteers as program leaders
 - Make patrons do more of the work
 - Consider volunteers to do staff tasks
 - Reintroduce “Friends of the Library”
 - Volunteers
 - Build a stronger volunteer base
 - “Fix it” list
 - Summer apprentice
- Communication
 - Identify service types (retirees, vacationers, part-time residents, temporary workers)
 - Volunteer representative for each service type (point of communication back)
 - Visit other groups (presentations about services and library)

Listening to needs/wants: shifting communication

- Know people you are serving
- Listen to wants and needs
- Targeting
- Survey needs/wants
- Find a way to reach all residents
- Develop a definition of customer service that speaks to our unique library
- Define excellence by monitoring public expectations

Shifting

- Streamline operations (time shift)
- Staggering staff time creatively
- Invest in training staff (amount does not equal quality)
- Educate/communicate public about wide range of services (awareness)
- Create expectations (unlibrary-like expectations)
- Education for users on available services

- What percent of budget should be for staffing?

How does the Demmer Library communicate its services in the future with the same service area and seasonal variability?

Creative partnerships

- Work with police department
- Offer temporary cards for people visiting Three Lakes (resorts)
- Services/Activities all around the areas (Pop-up programs)
- Will Aqua Devils mention us?
- Collaborate with other groups (TLCFA, TLSO, Women's Club, Foundations) that do same kind of work

Communication

- Loudspeakers everywhere
- Book pontoon
- Welcome wagon
- Find out how people are currently getting info
- Streamline calendar/event postings
- Live stream some programs
- Create a podcast
- Email newsletter/campaigns
- Stay in touch with snowbirds
- Summer postings out by lake/boat landing
- So many services - prioritize communications
- Consistent communication (messages across various media)

Marketing

- Theme song
- Website upgrade
- Vinyl wraps on some boats/library flags
- Magnet bumper stickers
- Logo
- Use same color theme on all marketing
- "Flash your card" - % off/specials with local business when you show your library card
- Menu ads
- "Turn on West School Street" Campaign