

BOARD OF TRUSTEES (BOT)
SANDWICH PUBLIC LIBRARY (SPL)
MINUTES FOR JUNE 19, 2018

TOWN CLERK
TOWN OF SANDWICH

JUL 25 2018

L H O O M P M
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Present: Chairman Mark Wiklund, Jeanie Vander Pyl, Christine Brown, Ted Scribner, William Fleming, Joe Roche, Katie Miller, James Lehane, Bill Wagner and Library Director Joanne Lamothe

The meeting was called to order at 6:39 p.m.

What should our major strategic goals be?

- Current goal (consensus of the trustees) – Improve/update the interior of the existing library as a means towards enhancing patron experience, attracting new audiences and making new services available. It's been 30 years since the last interior update to the library occurred.
- Long term goal – South Sandwich Village Library satellite/branch.
- Joanne – The strategic plan was colored by the new South Sandwich Library which at the time was #2 on the waitlist to be funded and was imminently going to happen. The strategic plan included all of the things that we could do with the expanded space. Some of the things on the plan can still happen within the existing library some things can't happen until a new library is built.

Digital offerings at the library...ebooks, music, movies and magazines. Challenge – the library services many patrons that never cross our threshold.

We provide a gathering space for the community. An important mission of the library is to support culture and the arts by providing a gathering space for the various arts and culture groups which bring in potentially new patrons.

Suggested prioritized goals:

- Proceed with incremental self funded interior improvements.
- Lobby for big project.
- Complete overhaul of the Children's room if big project doesn't happen. Sets us up for a major fundraising endeavor.
- BillF – Envisions the library as a community center and resource. Handout – states two major goals.
 - Make incremental improvements to current facilities and service delivery capabilities that are in alignment with longer term fundamental changes as envisioned in the spatial reallocation study and/or the 2015 strategic plan; and ,

- Engage in an active campaign between now and May, 2019, to gain full funding for design development and execution of our Sandwich Public Library Rejuvenation, Modernization, and Preservation master project.

We should go forward with trying to get town funding within the next year to fund the major renovation project.

- Jim – The goal of making digital material available to the world has been achieved.

We should proceed with obtaining support for funding the major renovation project as if we are on our own. We need to make the community aware of our mission. There is nothing better than third party endorsements. We should know by this Fall whether or not there will be a favorable consensus from the town.

What does our business provide? Provides the community with various services that are free.

Why are we asking the town to fund a modest renovation project versus constructing a new library? Because we are fiscally responsible.

- Katie – The library is still relevant because there is a need for human connection. The library is a hub for guidance, assistance, resources, quiet spaces and meeting spaces. We should remind ourselves of our audiences in a segmented way. Physical and virtual patrons.
- Christine – Identifying our patron audience will help provide guidance on what project updates to the library need to be done. Archives, children's room, quiet reading areas and meeting spaces. Strategic goal #1 – making the library a premier gathering space.
- Jeanie – Another audience to consider are the Sandwich tourists. We support them via summer programs, information about the town, walking maps, archives and wifi. The library is an economic driver for the town.

We should keep our hat in the air and see if the town does support the major renovation project during the upcoming fiscal year. We need town leadership to be in favor of the project and community awareness. It can be done through debt exclusion, bundling with other projects. If the funding doesn't happen then go for the incremental enhancements. Even if we don't get the funding, we will have achieved community awareness about the library.

- Joe – Envisions the library as a premier gathering space. The library has so much potential to be a premier gathering space. Updating the McKnight room, the outdoor patio space, the reference desk area. His strategic goal would be to update the McKnight room and transform it into an elegant space for lectures, authors, music and art shows.
- Mark – Are we committed to talking the town into wanting to make the library better by funding the project? Progress needs to happen one way or the other in the coming year.

Subcommittees

- Finance Committee (Christine, Jeanie and Joe)
 - How do the finances of the library work?
 - Current financial picture of the library.
 - Possible strategies for raising additional monies.
 - Who would partner with us? Friends, FOSTA

- PR and Marketing Committee (Katie, Jim and BillW)
 - Understand patronage.
 - Develop a message to get the word out.
 - Making appearances.
 - Letters to the editor.
 - Editorial pieces.
 - Visit schools and other organizations.

- Advocacy/Political/Town Committee (BillF, Ted and Mark)
 - Attend meetings.
 - Open communication.
 - Identify key people.

Mark – Over the next three months start some basic activities and come up with a goal. Plan A is looking to advance the cause for the three million dollar library project for next year with plan B in mind that if Plan A doesn't work, we would embark on the incremental phases.

Meeting was adjourned at 9:02 p.m.

Respectfully submitted,

Melinda Aguiar