

Meeting of the Board of Trustees
Conant Public Library
August 11, 2014

Meeting called to order at 7:07 p.m.

Present:

Vermeulen, Dwyer, Carlin, Brennan, Mahar, Campbell

Public Forum:

No one from the public was present.

Approval of minutes: The July 14, 2014 minutes were approved.

Consent Agenda

Director's Report: Campbell presents the Director's Report. This report is available at the Library.

Circulation: Campbell reviewed the report entitled "FY 14 Circulation by Patron Permission Group Based on Checkout Library". The term "Senior Citizen" referenced in the report is defined as over 62 years of age. The term "Other" referenced in the report is referring to students from colleges who are patrons outside of Conant Public Library.

Financial: No discussion.

Facility: Carlin suggested waiting to replace the maple tree that was removed to see if the driveway in front of the Library can be enlarged and or changed to allow for more parking. Campbell will discuss with the DPW.

Services: Campbell said that participation in the children's program is down in part due to a population decrease of young children in Sterling. The MLS Small Libraries Roundtable, which is a meeting of library directors, is scheduled for 10 am on August 20 in the Baker Room and is open to the public.

Mahar noted that she read in the newspaper that the state granted a total of \$151 million to libraries. Campbell said that all the grants required being matched by the towns receiving the grants and she would look into the possibility of applying for a \$50,000 renovation grant.

New Business

Discuss FY 2014-2019 Library Strategic Plan Steering Committee Report and supporting data.

Based on assessment of data and trends, select relevant strategic directions as the library's focus from those listed on the MBLC website.

Draft 3 to 5 broad goals encompassing the strategic direction chosen based on identified user needs.

Vermeulen said higher level goals need to be determined first. He would like more specific surveys completed first and believes the survey completed as part of the Report was too open-ended and did not provide good information as to what the community's priorities are with respect to the Library. Carlin

said that overall there was a positive response to the Library, but some of the survey responses are not consistent with the Committee's recommendations.

The Trustees agreed with the following specific recommendations from the Steering Committee Report:

- Retain a space planner to better utilize the existing space.
- Include displays of art to make the Library a more vibrant place.
- Campbell will research whether the lower level bathroom can be removed to create more space.
- Include a Community Bulletin Board controlled by the Library to provide information about local events.
- Increase commitment to programs above and beyond what has been done in the past, but ensure that they are evaluated to determine success.
- Increase level of marketing of Library services and retain services of a marketing professional if needed.
- Utilize the Library website to automatically disseminate information to Facebook, Twitter and patron email accounts regarding Library services. Retain technical expertise to utilize existing resources more efficiently.
- Create educational opportunities for patrons to learn about Library services.
- Continue to be proactive with the introduction of e-books and work towards making the e-book experience better and easier to use.

The book sale operation is not under the Trustees domain, but the Trustees requested that Campbell ensure that the Library staff does not spend more time than can be justified working on the book sale.

Campbell said that the Library has tried to implement home delivery in the past, but only 3 people expressed an interest in participating. Despite the lack of interest, the Friends are willing to provide book mailers for those interested in home delivery of books.

Vermeulen would like as much information as possible disseminated from the website so that patrons can discover for themselves what it is that they need. He would also like the Library to provide classes for those in need of extra assistance as well as one-on-one staff time.

Campbell will draft goals based on this meeting and will also include a future succession plan for her position.

Adjournment: 9:07 p.m.