

## Strategic Planning

### Special Meeting of Library Board of Trustees

July, 2 2007

9:30 a.m.

Present: Barbara Geisler, Betsy Stroman, Myralin Whitaker, Lee Follett, Augie Webb, Mary Richardson, Ciji Ware, Patricia DeLuca

Ruth Metz, who will be guiding us through the strategic planning process, had recommended a telephone survey of Sausalito residents as part of the process, and had proposed that we subcontract with Steven Johnson, President of Northwest Survey & Data Services (Steve), to conduct such a survey. Our contract with Ruth Metz provides an \$8,000 contingency for conducting such a survey. Recently, however, Steve has submitted a proposal for a survey that would cost \$13,900 for a sample size of 360, and \$12,500 for a sample of 255. An additional fee of \$1,500 will be charged for an in-person presentation.

Following discussion, the board agreed to the following:

Barbara will ask Ruth whether a five minute survey, rather than the eight-minute survey that Ruth had mentioned, would be less expensive. She will also ask whether people who do not respond to the survey will be included in the sample group, or whether the numbers referred to in the subcontract proposal refer only to completed interviews. She will also discuss with Ruth the question of whether we can refine the interviewing process so that only people who live within city limits are interviewed and will ask Ruth for her ideas as to how the cost of the survey can be reduced.

Mary will contact other Marin County Librarians and ask them about their experiences with telephone surveys and the costs for doing them.

Betsy will contact Freeman Sullivan, a company with which she has worked on surveys in the past, to try to obtain further information on the going rate for such surveys.

Ciji will make inquiries about internet organizations with which she is familiar who may conduct surveys.

Mary, Betsy and Ciji will communicate the results of their inquiries to Barbara via email.

The following people have agreed to serve on the Strategic Planning Committee: Mary Lou Anderson, Barbara Geisler, Augie Webb, Nancy Kaltreider, Bob Stroman, Fran Nelson, and Patricia De Luca.

Patricia will contact Debbie Dewey to see whether she is willing to serve on the committee. Mary will contact Mike Kelly and Jonathan Westerling to determine their availability for the committee.

Barbara and Betsy, who with Ruth Metz, had been designated as the subcommittee that would head the survey design, will defer design discussions until such time as matters relating to survey cost have been agreed upon and cleared with the Sausalito Library Foundation.

Further discussion of the Strategic Plan will take place at the Board's next regular meeting, on July 12, 2007.

The meeting was adjourned at 10:45 a.m.