

**Strategic Planning
Special Meeting of Library Board of Trustees
March 13, 2007**

Present: Barbara Geisler, Lee Follett, Patricia De Luca, Ciji Ware, Myralin Whitaker, Mary Richardson

The Board approved the Professional Services Agreement (with the addition of Exhibit A (scope of work) and Exhibit B (fee schedule) that Bill Sims and Mary Wagner (City Attorney) wrote. The Library Foundation will sign the contract and designate the Board of Trustees as administrators of the contract.

SCOPE AND DEPTH

- Next five years with continual updates and some view to the future
- In terms of library services, what do we have / what's out there / what do we want ?
- Look at the process through the prism of service areas

WHAT

- Strategic Plan involving key community stakeholders and library staff

WHEN

- Between now and July start discussing who will be on the Strategic Planning Committee, what they will do, and when will they meet.
- Meet with Ruth Metz July (Board meeting on July 12) to get the group started with some homework to do (such as Mary creating a 'snapshot' of current library service areas)
- Start the Planning the Plan process (Phase One) in September

WHERE

- Library in its current location and facility

WHY

- In the light of funding challenges, changing technology and a shift in the focus of various library services, it's time to do a more substantial planning process for the library.
- The last patron survey (usually done every five years) was done in 2005. The brief (12 question) survey asked patrons age, place of residence, library services used, what areas they would like to see expanded and improved.
- In order to do more substantial planning we'll need a more detailed look at the forecasted demographics of our community and what they'll need in terms of library service. In order to do this we need to inform

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the community of what libraries can offer them and learn which service areas are important to them.

- Align the library and collaborate with the community vision plan currently taking place.
- Further define the Library's cultural and education role in the community.
- Further define the newly formed Library Foundation and integrate its role with the Friends of the Library and the Library.
- Strengthen and support The Library Foundation's fundraising efforts within the context of a strategic plan for the Library.

WHO

- **Committee members to be determined at the next special meeting of the Board on March 28 from 10:00 – 11:30 in the City Hall Conference Room.**
- Consider having a committee of 5-6 people with an advisory board
- Coordinate with the Cultural Heritage (Betsy Stroman) committee of the existing Business Visioning group
- A profile of the Friends membership might give us insight into who supports the library and perhaps what elements of the community who are underserved.
- The following groups should either have representatives on the strategic planning committee or be consulted: Board of Trustees, Friends, Library Foundation, Rotary, Lions, Woman's Club, Chamber of Commerce, Cultural Heritage Group, Recreation Commission & staff, schools, newspaper, City Council, City Manager, Religious Groups, Seniors, Historical Society, Arts Commission