



ATTENDANCE:

Name	Attended	Name	Attended	Name	Attended
Maria Imp (MI) <i>President</i>	X	Reivian Berrios (RB) <i>Vice-President</i>	X	Alan Aleksandrowicz (AA) <i>Treasurer</i>	X
Judi Williams-Killackey (JW) <i>Secretary</i>	X	<i>Terry Berres (TB)</i>	X	Mike Karolewicz (MK)	X
Judy Mueller (JM) <i>School District Administrator</i>	X	Annemarie Vitas-Oklobdzija (AV)	X	Ald. Kristen Wilhelm (KW) <i>Aldermanic Representative</i>	X

ALSO ATTENDED: Jennifer Loeffel (JL), Library Director, Laura Gravander, Teen/Outreach Librarian, and Keri Whitmore, Adult Services Librarian/Assistant Director

CALL TO ORDER: MI called the meeting to order at 9:00 a.m.

VISITORS: None

PUBLIC COMMENT: None.

- I. **Approval of Minutes** from the December 21, 2020 Meeting of the Library Board of Trustees:
 MI moved to amend minutes to reflect vouchers approved were in the amount of \$23,719.28; TB seconded. Motion carried. MI moved to revise minutes to change reference to "minimum wage" in discussion of library assistants to state "city's minimum approved rate"; KW seconded. Motion carried. KW moved to adopt minutes as corrected; AA seconded. Motion carried.
- II. **Approval of December, 2020 Invoices:**
 AA moved to approve payment of invoices in total amount of \$7980.61; JW seconded. Motion carried.
- III. **Review of 2020-2024 Franklin Public Library Strategic Plan**
 - a. Mission Statement
 - b. Goals and Objectives

MI noted that she had asked board to review plan before meeting so board was prepared. Board members commented on how well the plan turned out and that good progress has been made.
- IV. **Review of 2020 Action Plan**

In the plan, green indicates action items are on time; yellow indicates action items are delayed; and red indicates action item is not started. Pandemic has delayed some items, like study rooms. The items not yet completed will be used to set objectives for 20-21. For those not yet completed, library staff has identified deadlines for completion in 2021.

V. Development of Strategic Plan Goals and Objectives for 2021

Strategic Goal I: Programming

In May, library staff met to discuss ideas and have been using that discussion to create surveys for patrons attending programs. Discussed desire for diverse programming and difficulties with implementing. Board discussed ways to improve programming, including surveys, eliciting feedback, and researching other libraries, and identified the following goals for 2021 relating to programming:

- Program survey committee to develop and implement in person and online surveys
Push to Q1 to have ready for Summer Reading Program start in early June
- Create programming evaluation form for librarians-Push to Q1 for SRP
- Research public library programming trends including how programming is delivered and report on the findings-Q4
- Survey committee to develop and survey residents on desired programming (virtual and in person) with the result of providing diverse programming for the community-Q3

Strategic Goal II: Community Hub

Library has developed a number of new partners, including New Perspectives, and several others through community Scavenger Hunt. Library staff are also working with health department on a project regarding transforming the community. Library will continue to engage partners from 2020 and will create action plans to get them involved with library. Board identified potential other community partners. Identified goals as follows:

- Work with new community partners to create new program initiatives-partner with ROC, New Perspectives, ROC apartments, Statesman-1 per Q2,Q3,Q4
- Laura to develop plan goals in line with WLTC training program project
- Identify ways to work with schools (FPS, Indian Community School, Salam School, et al) to increase use of library among families with students
- Survey other libraries in MCFLS on how they serve their diverse communities

Strategic Goal IV: Marketing and Awareness

MCFLS has delayed changes in marketing. Library will determine what assistance MCFLS will be able to offer for marketing. Discussed additional marketing methods for library and whether needed professional assistance. Identified goals as follows:

- Complete a program/initiative form - push to Q2
- Evaluate Work with MCFLS marketing staff to finish marketing plan-push to Q2
- Research professional marketing consultant and weigh pros/cons
- Market online registration and renewals to the community
- Mass marketing campaign to residents - City Newsletter, postcard, etc.
- Marketing campaign to new residents (Welcome Wagon knock-off)

Strategic Goal III and V: Service/Collections and Structure Organization

Library staff is developing action plan for these areas. Board members should provide input if they have specific ideas. Discussed limits of budget on expanding collection and need to determine money necessary for future building and grounds related projects. Identified goals as follows:

Strategic Goal III

- Community grants for diverse materials (Northwestern Mutual, Carma Labs, Strauss) ESL collection
- Research ways and budget for expanding our collection to be more diverse

Strategic Goal V

- Work with City Administration to solidify plans for future capital plan expenditures

VI. Adjournment

JW moved to adjourn at 10:46; MK seconded. Motion carried.

Respectfully submitted, Judi Williams-Killackey, Library Board Secretary