

**Forest Park Public Library
Strategic Planning Committee Meeting Minutes
Thursday, January 7th 2021 @ 6 PM
Virtual Zoom**

Opening of Meeting

- A. Meeting was called to order at 6:05 pm by Pilar Shaker
- B. Roll Call:
P. Shaker- Present, B. Sievers – Absent, R. Townsend – Present, K. Bramwell – Present, A. Brown –Absent, A. Hammond – Present
- C. Approval of Agenda:
Motion was made by Bramwell, seconded by Townsend. Motion carried.
Shaker - AYE Townsend- AYE Hammond- AYE
Sievers- ABSENT Bramwell- AYE Brown- ABSENT
- D. Guest: None
- E. Approval of Minutes: A motion was made by Hammond and seconded by Bramwell to approve the 10.20.2020 meeting minutes. The motion passed.
Shaker - AYE Townsend- AYE Hammond- AYE
Sievers- ABSENT Bramwell- AYE Brown- ABSENT

Presentation/Discussion

- A. Discussion of the draft focus group response report: Discussion

The Committee discussed the comments and identified three groups of feedback types: 1) Items that the library is already doing that the community doesn't seem to know about (hot spots, STEM, teens etc....) 2) Items that the library can't do (fire pit, green roof, parking etc....) 3) Items that the Committee can consider for strategic topics. Shaker shared that it can be very frustrating to see that so many members of the community seem to be unaware of the Library's offerings. Bramwell and Hammond noted that marketing and communication regarding what we already do can be a strategic goal to help address this.

New Business

- A. Identify Potential Goals & Themes from Focus Group report & Engagement Survey: Information

Themes/Goals Identified by the Committee:

- a. **Diversity on Staff.** This would include consideration of where and how we post job openings and what we require to qualify for positions. Bramwell noted that we may need to consider Human Resource laws relating to race considerations in the hiring process.
- b. **Staff Training/Recognition.** This includes communication to staff regarding internal decision making, training on mental health wellness, and addressing the desire for an on-staff social services professional. Additionally, this goal might include training for staff to help them understand Library funding and finance which may address some of the comments received regarding compensation and budget.
- c. **Partnerships.** This includes being more aggressive in seeking community partnerships for programming, offering more off-site programming options which

might also help address accessibility concerns and making it more known when we are participating in partnerships.

- d. **Communication:** This includes looking for ways to reach residents who aren't aware of what we do, developing a library culture and communicating that to our community, and providing more information within our communications. Additionally, this might include helping our community understand why some things (green roof, parking) are out of reach for us so that they have more realistic expectations.
- e. **Access/equity:** This includes addressing the limitations of our physical space to the extent that it is reasonable (\$), finding ways to provide access outside of our space if that is a more accessible option, and making our program offerings more accessible to folks with disabilities.
- f. **Re-Introduce FPPL:** Shaker suggested that an entire strategic goal might be dedicated to re-introducing the Library to the community. After two years of irregular service and access due to renovation and COVID-19 we've likely lost a lot of traction and will need to rebuild our patron base. This would include a marketing campaign, special events, off-site visits into the community, and lots of PR (swag, branding).
- Bramwell also noted that we should consider programming as it relates to each of the themes and goals identified. For example, a more diverse staff might lead to programs that appeal to a more diverse audience.
- A brief conversation was had regarding how the Committee might like to present the end-product to the board. Will we be giving them a draft of the Strategic Plan as we would like it to be approved or will we be giving them options to discuss and select from before the plan is complete? Bramwell noted that it might be best to give them a nearly complete form of the plan with a few extra strategic goals so that they can select/eliminate a bit without having too much re-tooling to do. In light of this Shaker suggested that the Committee meet again soon to discuss/select a style/template to use and recommended that committee members look for examples that they like.

Adjournment

Meeting adjourned at 6:45 pm. Motion made by Townsend, seconded by Bramwell. Motion carried.

Shaker - AYE

Townsend- AYE

Hammond- AYE

Sievers- ABSENT

Bramwell- AYE

Brown- ABSENT

Respectfully submitted,

Pilar Shaker
Director