

**Forest Park Public Library  
Strategic Planning Committee Meeting Minutes  
Monday, March 29<sup>th</sup> 2021 @ 6:30 PM  
Virtual Zoom**

**Opening of Meeting**

- A. Meeting was called to order at 6:31 pm by Brooke Sievers
- B. Roll Call:
  - Shaker - Present      Townsend- Present      Hammond- Absent/Joined at 6:34
  - Sievers- Present      Bramwell- Present
- Guest Present – Mindy Schneiderman of NIU Center for Government Studies
- C. Approval of Agenda:
  - Motion was made by Bramwell, seconded by Townsend. Motion carried.
  - Shaker - AYE      Townsend- AYE      Hammond- AYE
  - Sievers- Aye      Bramwell- AYE      Guest: None
- D. Approval of Minutes: A motion was made by Bramwell and seconded by Townsend to approve the 2.09.2021 meeting minutes. The motion passed.
  - Shaker - AYE      Townsend- AYE      Hammond- AYE
  - Sievers- Aye      Bramwell- AYE
- E. Public Comment – None

**Presentation/Discussion**

- A. Mindy Schneiderman presented the findings from the community survey that was conducted by her team. Details were provided regarding the parameters structure of the survey. Ms. Schneiderman shared highlights and offered suggestions on areas that the Committee might focus their attention including equity, safety with regards to unhoused patrons, and communication. Ms. Schneiderman commended the library for having strong overall satisfaction and value responses.

**Old Business**

**New Business**

- A. Discuss Survey results and identify potential strategic priorities

The Committee identified four distinct areas of need based on survey results:

- Communication/Marketing
  - Reintroducing the library to the community
  - Targeting marketing
  - Website and newsletter revisions
- Partnerships/Engagement
  - Finding was to provide linked services even when other organizations don't make partnerships a priority
  - Making partnerships a staff priority
- Equity
  - Internal audits and training
  - Audits of policies/procedures
  - Diversity on staff and among program presenters

- Hiring practices
- Communicating our efforts to the public
- Accessibility of the building and website for folks with disabilities
- Sustainability
  - Sustainable organizations contribute to an overall strengthening of the community
  - Sustainable practices within the building
  - Offering public programming and training on sustainability topics
  -

B. Discuss and provide feedback on templates

Sievers and Bramwell stressed the importance of readability for reasons related to accessibility and suggested that the color of text be addressed. Sievers expressed a desire to include a component that allowed for easy tracking of progress so that a second report document didn't need to be created for quarterly reporting. Unsure of how to incorporate a tracking component, Shaker asked that if anyone has examples of something like this, they share it with the group. Bramwell noted that the center justification was confusing for the reader and suggested left justification. Sievers stressed the importance of acknowledging issues faced by the residents as a result of the pandemic and to include a component of pandemic recovery support in the final plan.

**Adjournment**

Meeting adjourned at 8:07 pm. Motion made by Bramwell, seconded by Shaker. Motion carried.

Shaker - AYE

Townsend- AYE

Hammond- AYE

Sievers- AYE

Bramwell- AYE

Respectfully submitted,

Pilar Shaker  
Director