

Appleton Library February Minutes  
February 27, 2019

The meeting was called to order at 7:05 pm on February 27, 2019. Trustees present were Margaret Wilson, Patti Chapman, Jessica Pearson, Nancy Brown, Victoria Bucklin, Annabel Turnbull and Jessica Whitworth. Library Coordinator Julie Sells was present. Select Board Representative, Heather Wyman was present. Deb Clark from the Maine State Library attended the meeting to discuss Strategic Planning with the board.

Strategic Planning with Deborah Clarke: Deborah commended the board for doing the leg work to survey and meet with the community before writing the vision for the library. It is easy for libraries to try to take on too much, try to please everyone and become overwhelmed. It is also good to discuss goals and research the community to reduce the possibility of redundancy. The library's plan shows the community how the library spends town and donated funds. It makes the library accountable to the community. Deb recommends making the plan for three years to keep the goals relevant and up to date. Plans can always be revised as progress, change or hinderance develops.

1. Who is developing the written plan? i.e. a committee, subcommittees, patrons and volunteers.

Deb recommends working in multiple two-hour sessions.

She also recommends allocating specific focuses/tasks to different people or groups. The plan can support the library's budget request as it clearly outlines our short term and long term goals to the town's budget committee.

2. Community assessment: Look at trends, changes in demographics. It is important to look at our community's strengths as well as its needs or weaknesses. Include community assets and partnerships. Collaborate.

3. Review Mission: What would the community look like/ feel like when we accomplish our mission? Stay on task for what the community and patrons want not just what the library wants to offer. People want to support people more than "things." i.e. new windows for library. What is the library's purpose? Why does the library exist?

4. Values: What values are most important to the library? Pick five top values. These top values help to frame our mission to community.

5. Core Services: Optional to include in plan. Keep the core services present so board is aware of those established services and does not stray too far from original vision.

6. Service Priorities: These are big categories and broad visions that can be broken down into manageable goals. Priorities are based on the community assessment. Perhaps for a first time plan, we should focus on only having four service priorities.

7. Goal Objectives and Key Measurements. How we can measure the success in meeting our goals? Focus on the targeted populations; teens, elderly, young children, young families. These measurements or action steps may be spaced out in different time frames; 3-month objectives, 6-month objectives, one-year objectives, etc.

Make sure the written plan stays active and alive to keep the library on track to follow its vision. Don't write up the plan and let it sit on a shelf to collect dust. Bring up the plan

often at board meetings and staff meetings. It should become a manual for the library's operations. Discuss success and progress of objectives at meetings. The plan should advocate the library's progress. Strategic plans help organizations apply for grants and gain more support from their town/ community.

Minutes: Heather made a motion to accept the January minutes. Victoria Bucklin seconded it, and all were in favor.

Treasurer's Report: Patti updated the balance sheet and restructured the finance sheets to simplify the reports. Jessica Pearson made a motion to accept the Treasurer's Reports. Patti made the great point that in order to centralize the contact info, files, and communications for the treasurer, it would be ideal for the treasurer to have a specific laptop that has Quickbooks software on it to work the finances. This would make it easier to hand down critical financial data to the future treasurer. Heather Wyman seconded the motion and all were in favor.

Coordinator's Report: Julie plans to book the Chewonki program for the second weekend in June.

Action between Meetings:

1. Building Issues: Paving stones need to be dug up and fixed around three doors. Heather Wyman has volunteered to be the library building contact person. She will contact the individuals/ contractors that need to be called on to fix/address whatever problem needs to be solved with regards to the building and systems of the library.

Old Business:

1. Debrief Souper Supper: Julie suggested that next year we give Carolyn Brown more notice so that she can reprint the flyers for upcoming Souper Supper. Victoria had an idea to make a Soup and Cake cookbook as a library fundraiser.

New Business:

1. Barns, Blooms, and Books Fundraiser Planning: Dates and sites need to be decided for this year's BB and B tour. We need a chairperson to head the committee. Julie will call other garden clubs to check what weekend they are offering tours so we do not compete with other garden tours. We may keep the same weekend that coordinates with Founder's Day weekend. It would be great to advertise or collaborate with the Founder's Day event.

2. Policy Committee: Selling Food/Drinks Policy: Patti Chapman and Bob Bocko will work on writing out a food policy for the library to make sure that it is easy for us to follow the food and drink laws outlined by the State of Maine.

Items for March 20th meeting:

1. Discuss Investments:

2. Debrief Strategic Planning: Think Vision
3. Dates and Details on Barns, Bloom, and Books

Jessica Pearson made a motion to adjourn meeting at 9:26 pm. Jessica Whitworth seconded the motion. All were in favor.

Respectfully submitted,

Jessica Pearson

02/27/19