

# Thomas Memorial Library Board of Trustees

Minutes of Strategic Planning Meeting: Saturday, June 18, 2011 at 8:00 AM

## In Attendance:

Jennifer Healy, *Chair*

Ken Piper, *Secretary*

Kate Mitchell, Stephen Owens, RuthAnne Haley, Lee Rutty & Molly MacAuslan,  
*Trustees*

Jay Scherma, *Library Director*

Jessica Sullivan, *Town Councilor*

## Agenda:

1) Call to order: 8:00 AM

Jay

2) New Business: Jay facilitated a planning session with the Board and recorded the thoughts and conclusions of the Board: (see below)

## MISSION STATEMENT:

Thomas Memorial Library Trustees will develop a concrete plan to educate and inform the citizens of Cape Elizabeth with regard to the findings of the study committee on the future of the Thomas Memorial Library.

## SITUATION ANALYSIS:

1. Impending deadline of November 2012 General Election.
2. Confusion on BOT strategy.
3. Lack of awareness of library needs.
4. Resistance to spending and previous over built town projects.
5. Diverse avenues for information dissemination.
6. Small and new Board Of Trustees.
7. Negative effect of first new library drawings on public opinion.
8. Lack of understanding of all funding avenues and opportunities.

## SWOT ANALYSIS:

### **Strengths:**

1. Perception of library value to community.
2. Study committee findings.
3. Strong library programing for adults and children.
4. Long-standing historical value (cache of being here forever).
5. Location (close to schools and city center).
6. Libraries are cost effective bastions of free public information and entertainment.

# Thomas Memorial Library Board of Trustees

Minutes of Strategic Planning Meeting: Saturday, June 18, 2011 at 8:00 AM

7. Well-regarded professional library staff.

## ***Weakness:***

1. Facility deficiency (study list of 102).
2. Budget constraints for BOT mission.
3. Lack of public awareness of needs.
4. Unequal needs and desires with regard to the library by the citizens.
5. Library users generally not a vocal special interest group.
6. Overcoming low expectations of the library.
7. Patron satisfaction/complacency.
8. Donor Fatigue and aversion.
9. Access to Tech? Awareness of TML.
10. Access to PR/Press Channels.

## ***Opportunities/Challenges:***

1. Cape Courier.
2. Inform citizens.
3. Exploit Land's possibilities/enhance city center.
4. Expand volunteer base.
5. "City Center" concept.
6. Potential partners (PTA, CEHPS, Lions, etc.).
7. Appeal to non-users.
8. Position TML as educational partner with schools.
9. Final Rendering.
10. TML Board of Trustees better organized.
11. Senior Citizens involvement.
12. Higher level of engaging TML Foundation.

## ***Threats:***

1. Economic uncertainty.
2. Complacency.
3. Politics.
4. Sentimental value of existing buildings.
5. Relevancy of library.
6. Apathy.
7. Opposition.
8. Competition for dollars.
9. Outcome of fund raising feasibility study.
10. Recent property value re-assessment.

# Thomas Memorial Library Board of Trustees

Minutes of Strategic Planning Meeting: Saturday, June 18, 2011 at 8:00 AM

## VISION STATEMENT:

To educate the citizens of Cape Elizabeth on the results of the H & W Study proposing a new library building to meet existing and future needs so they are empowered to make an informed decision with regard to the November, 2012 ballot initiative.

## GOALS & OBJECTIVES:

1. To communicate the needs and results identified in the H. & W. Study
  - a. By October, 2011 develop and assess a case for support to promulgate on/to the following PR venues:
    - i. CETV
    - ii. Websites
    - iii. Press
    - iv. Social Media Postings
    - v. Focus and Political meetings
    - vi. Library Staff
  - b. By November 2011 develop targeted collateral material from support material for use in the PR campaign.
2. To improve communications with all stake holders.
  - a. By July 21, 2011 identify key groups and individuals.
  - b. By November 2011 explore/develop opportunities to understand positions and opposition of these elements.
  - c. By January 2011 evaluate results of initial contact and adjust strategies/responses.
3. To define, communicate and promote the evolving relevancy of the Thomas Memorial Library from the past to the future in Cape Elizabeth.
  - a. See Goal 1, Objectives 1 & 2.
- 3) **Next Meeting:** Jay asked all participants to email him 3 available Tuesdays or Thursdays between June 18<sup>th</sup> and July 21<sup>st</sup>. He will find a time convenient to most members.
- 4) **Adjournment: 12:10PM**

## **Thomas Memorial Library Board of Trustees**

**Minutes of Strategic Planning Meeting: Saturday, June 18, 2011 at 8:00 AM**

### **Citizen Participation at Meetings & Workshops**

**TMLBoT Meetings and workshops:** The purpose of the monthly meeting and the occasional workshop is primarily for the Board of Trustees to conduct the business of the Board in accordance with its Charter and by-laws. Prior to Board discussion on any item, members of the public may speak on each agenda item for not more than three minutes each and up to a total of 15 minutes. If there are more speakers than the time available, the Chair may allocate the speaking time in order to balance the debate. The public participation portion shall conclude when the Board of Trustees begins its discussions.