

Thomas Memorial Library Board of Trustees

Minutes of 2nd Strategic Planning Meeting: Thursday, June 30, 2011 at 6:30 PM

In Attendance:

Jennifer Healy, *Chair*
Ken Piper, *Secretary (Arrived late)*
Kate Mitchell, Stephen Owens, & Lee Rutty, *Trustees*
Jay Scherma, *Library Director*

Absent:

RuthAnne Haley & Molly MacAuslan, *Trustees*

Agenda:

1) Call to order: 6:33 PM

Jay

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

GOAL ONE:

Objective A. Produce a synopsis (document) of the findings needs and solutions described by the H & D Study by October 2011.

Task 1. No later than August 11, 2011 a subcommittee shall review the H & W Study and all public relations material developed to date to produce a draft of the "Document". The subcommittee shall be Chair Kate Mitchell, Jennifer Healy and Stephen Owens.

Task 2. On August 18th review and finalize the "Document".

Objective B. By November 11, 2011 develop targeted collateral material from the "Document" for use in the prioritized public relations campaign.

Task 1. At the July 28th meeting evaluate and finalize the most effective and affordable PR media/venues.

Task 2. At the July 28th meeting establish a task force/subcommittee for Tasks 3 & 4.

Task 3. By September 15th design an educational strategy for an initial rollout with timetable of deliverables by target venues and dates.

Task 4. Design and/or adapt slides, etc. to most effectively utilize the strengths of specific media according the established priorities.

GOAL TWO:

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Objective A. To improve communications with all stake holders.

Task 1. By July 28, 2011 identify key groups and individuals.

Objective B. By November 2011, explore/develop opportunities to understand positions and opposition of these elements.

Task 2. At the September 15, 2011 meeting brainstorm appropriate events and assign responsibility and schedule over the next 6 months (+/-). Repeat as necessary.

Objective C. By January 2011 evaluate results of initial contact and adjust strategies/responses as required.

GOAL THREE:

Objective A. To define, communicate and promote the evolving relevancy of the Thomas Memorial Library from the past to the future in Cape Elizabeth.

Task1. Jay Scherma and Kate Mitchell will amplify.

3) **Next Meeting:** Jay asked all participants to email him 3 available Tuesdays or Thursdays between June 18th and July 21st. He will find a time convenient to most members.

4) **Adjournment: 8:30 PM**

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.