

Draft Minutes
Joint Library Location Ad-Hoc Committee / New Library Committee
August 9, 2016, 6:30 pm, Town Hall Room 129

Present: Greg Steiner, Pete Peterson, Christina Cumberton, Betsy McIlvaine, Anita Barney, Phil Wagner, Debbie Brooks

Meeting called to order at 6:30 p.m.

Discussion of timeline for new library (see attachment). Pete Peterson asked if the timeline would be shared, and it was confirmed that the timeline would be attached as part of the meeting minutes.

Meeting moved to executive session to discuss real estate at 6:41pm.

Moved out of executive session at 7:10, discussion resumed around the new library.

Anita Barney noted that she has a stack of petitions signed by residents who are interested in a new library. While this list may contain duplicates, the first step is getting the information into a spreadsheet. Ms. Barney will reach out to one of our high school volunteers to ask if she would be willing to enter them into a spreadsheet.

There was discussion of having the next Library Location Ad Hoc Committee meeting after First Selectman Dunn has completed the Capital Plan, which he is due to complete by the end of August. So the next meeting for the Library Location Ad Hoc Committee is tentatively set for August 30th.

Christina brought up the idea of gathering the New Library Committee, Board of Trustees & Library Staff to go for a bus trip to see new libraries that demonstrate our needs. It's helpful to talk to staff of libraries that have been through the building process – what they would have done differently, and what they're happy with. Betsy noted that a bus that holds 50 people would cost \$500.

As the New Library Committee was invited to this meeting, there was discussion around the next New Library Committee meeting. Next steps discussed for the New Library Committee were 1) putting together a very comprehensive list of community groups for outreach; and 2) composing a list of the reasons why we need a new library – Anita mentioned that the library needs “people space,” Debbie noted that during Libby Posts seminar the reasons Libby gave were that the library is all about the community, it's where families and neighbors turn to for lifelong learning, they provide help in job searches, to create small businesses; in a crisis, the library is where people turn to for information and compassion.

Meeting adjourned at 7:32pm

Meeting Minutes Submitted by: Christina Cumberton

Timeline for New Library

July/August 2016

- Confirm Support from Planning Commission
 - Steve Dunn confirmed that the Planning Commission has the Library on their radar in July 2016
- MBC attended July's board meeting.
 - RFPs to be given back to MBC by September 1st.
- Define Roles/Identify Core Group members:
 - Campaign manager/coordinator, Direct Mail Coordinator, Online/Social Media Coordinator, Phone Bank Coordinator, Community Outreach Coordinator, Media Coordinator, IT Coordinator, Fundraising Coordinator & Treasurer

August/September 2016

- Steve Dunn completes capital plan
 - BoS for approval
 - BoF for approval
- Public Comment at meetings should be used for support of the building project
- BoF & BoS invited to library for special meeting
 - Develop power point and tour of current facilities

October 2016

- BoF to hold hearings on Capital Plan - need to testify at hearings.
- Once approved Town Meeting will be scheduled

November 2016

- Need location by EOM

February 2017

- Begin process of branding for library
 - Focus Groups - results brought to library leadership

April 2017

- Library Leadership will be presented with brand & tagline recommendations
 - Falls into hands of board & director

May/June 2017

- Update printed materials with new tagline, do photo shoots to include community members.

July/August 2017

- Design and production of marketing campaign

September/October 2017

- Launch campaign for new library - through posters, bookmarks, & other materials

November/December 2017

- Continue with marketing efforts
- 2 weeks to schedule town meeting
- 45 days to referendum

February 2018

- Building Referendum Vote