

Draft Minutes
New Library Committee
Monday November 7, 2016 9AM
Brookfield Library Upstairs

32nd Meeting

Present: Chair C. Cumberton, D. Brooks, P. Wagner, L. Ruggiero, C. Hand, B. McIlvaine, A. Barney, A. Chan, S. Murphy, D. Cioffi, J. Choi and S. Sequeira arrived at 9:05 a.m., K. Ciriello arrived at 9:11 a.m.

● **Approval of Meeting Minutes – October 12, 2016 Meeting** - Mrs. Chan moved to approve the Minutes from the October 12, 2016 meeting. Mrs. McIlvaine seconded the motion, and it carried, with Mrs. Brooks, Mrs. Ruggiero, Mrs. Hand, and Mrs. Murphy Wagner abstaining.

- **New Business**
- **Facebook Page & Website**
- **Community Outreach**
- **Rebranding**

Mrs. Ruggiero advised that she reviewed other towns' new library websites. She indicated a Facebook page and website would be simple to set up once the appropriate graphics are found. There was discussion regarding a logo. Mrs. McIlvaine noted that when an architect is hired, that person will be tasked with seeking input from the community as to what it wants in the design of a new library.

It was noted that Teen Librarian/Tech Services J. Doyon spoke at the last Board of Selectmen meeting, and that a teen patron would be speaking at this evening's meeting.

Mrs. Barney inquired if it would be possible to re-direct visitors to the current Library website to the NLC Facebook page, and it was noted this could be done.

Mrs. Brooks inquired if Libby Post would be returning to address "rebranding" for the new library. Mrs. Cumberton indicated that would require a \$3000 retainer. Mrs. Choi and Mrs. Chan indicated they would be willing to make some telephone calls regarding rebranding. Once it is determined what the costs associated with the work will be, the NLC can go to the Library Board with its request.

Mr. Wagner inquired if a "mock up" of the new library could be put on the website. It was noted this might lead to false assumptions about what it will look like.

Mrs. Cumberton indicated she would forward Mrs. Ruggiero the presentation shared with the Board of Finance on October 25, 2016.

At the suggestion of Mrs. Sequeira, there was discussion regarding having school students submit their ideas on what the new library should look like. Mrs. Brooks suggested that the library/media specialists at the schools be contacted, and Mrs. Ruggiero, Mrs. Cumberton and Mrs. Sequeira will speak with the

principals at each school. It was stated that the NLC could select a winner from each school, and that student could be awarded a prize such as an Amazon gift card. The selected students could then be honored at a Board of Selectmen's meeting by the Library Board. There was discussion regarding designing a bookmark with the students' artwork, and coordinating that with the library logo. Mrs. Cumberton recommended that Children's Program Assistant Abbey Lynch be consulted for assistance.

It was noted that the current library logo would remain the same, however, the NLC can seek a different logo. It was recommended that the current logo be utilized, with a hard hat to symbolize it is "under construction".

*Miscellaneous – Mrs. McIlvaine commented that if an Executive Session is going to be part of a meeting, it needs to be listed on the Agenda.

- **Community Outreach Coordination** – Mrs. Brooks and Mrs. Hand met with Mrs. Lennon, and listed community groups to update Google doc. Mrs. Brooks will make a list with the contact name(s), email and mailing address; the list will include chairs of the organizations and/or contacts that an NLC member knows.
- **Rebranding** – Mrs. Chan and Mrs. Choi will contact two companies that do rebranding, to obtain estimates for operating focus groups. This will be discussed again at the next meeting.

- **Old Business**
 - **Board of Finance Meeting** - Board of Finance members visited with the NLC at the Library on October 25, 2016. Many of the members commented on the lack of parking, as well as the difficulty encountered accessing the teen area through the public computer area, noting the latter was a fire hazard. S. Hathorn offered his assistance. Mrs. Cumberton sent a note of thanks to them, and Mrs. Barney added the BOF members to the newsletter list.

There was discussion regarding future presentations, the use of virtual "tours" of the library. Mrs. Ruggiero suggested utilizing the services of T. Morelock.

Mrs. Hand will send the list of key community members to Mrs. Barney, and she will send an email to them inviting them to the community information session, utilizing the NLC Gmail account. Newsletter subscribers will also receive an invitation through the Library.

- **November 21st Community Coffee** – Mrs. Cioffi will set up food and drink to be funded by the Library Board. Mrs. Cumberton will show the presentation viewed by the BOF members. There will be a sign in sheet, and questions will be encouraged. Mrs. Barney will suggest registration for the informational meeting via the Library calendar, to plan for refreshments, with allowances for no-shows and walk-ins. Mrs. Brooks will provide name tags, and NLC members will be arrive at 6:45 p.m. to set up. Mrs. Ciriello suggested providing bookmarks to parties who are attending. Mrs. Chan and Mr. Wagner will sign people in, and tours, highlighting library services will be provided after the presentation. Mrs. Choi and Mrs. Sequeira will work on the bookmarks with the NLC Gmail address, Facebook and website information.
- **RFP** – The RFP was posted on October 18, 2016, with bids being due on November 3, 2016. Mrs. McIlvaine, Mrs. Barney, Mrs. Cumberton, Mr. Gay, Mr. Checco and Mr. Flowers will review the

submissions, and return with a short list for interviews, which will be held on November 15, 2016. An architect will be selected by the end of the year, and the firm/individual selected will go out into the community to retrieve input on library design.

- **Presence on website** – See above discussion under “Facebook Page & Website”.
- **Next steps:** Flyers with “Frequently Asked Questions” will be handed out at Election Day polls, in areas where statutorily allowed. There was discussion regarding obtaining information regarding the square footage of the high school library and the number of individuals it serves.
- **Future Meetings** – November 21st (7:30 p.m.); December 5th and December 19, 2016 (9:00 a.m.)
- **Gmail Account Activity** – Mrs. Murphy emailed and was in attendance for a portion of today’s meeting.

Mrs. Cioffi moved to adjourn the meeting at 10:31 a.m. The motion was seconded by Mrs. Brooks, and it carried unanimously.