

The Brookfield Library
New Library Committee
January 9, 2017

In attendance: Christina Cumberton, Christine Hand, Susan Murphy, Mark Gerber, Betsy McIlvaine, Debbie Brooks, Kathryn Ciriello, Anna Chan, Sujata Sequeira, Anita Barney

The meeting was called to order at 9:05 a.m. by Chairman C. Cumberton.

Minutes of the December 2016 meeting: Approval deferred to next meeting.

Christina talked about the upcoming Board of Selectmen and Board of Finance meetings on January 9 and 11, respectively, and encouraged committee members to either speak in support of the new library or to recruit others to speak. Letters in support of the new library will be posted to the NLC's Facebook page (with permission), and can be sent to the News-Times and to Patch. The new library is on the BoF agenda for 1/11/17; send suggested topics to Christina.

New Business

PR for use at Chamber Gala: Anita showed the 3D printed bookmarks the library is creating for the 3/25/17 Chamber of Commerce Gala, which will be included in the goodie bag handed out to attendees. Christina will send slides from the committee's November event to Mark Gerber for possible viewing at the gala.

Art Contest: No update.

Rebranding: No action at this time.

Marketing plan: The committee needs to create a year-long marketing plan to take us up to the February 2017 referendum vote. Anna Chan and Jenn Choi are working on this. The plan should include a big announcement each month. Large announcements could include selection of architect, location, referendum date, art contest, community events. Smaller announcements could include reminders of the Facebook page, letters of support received, how to donate, the Chamber gala. A timeline should be developed. Jenn suggests we engage more with the public.

We need prepared answers to the always-asked questions about the new library: where, when, how much, what are we doing with the current building. Sujata suggests postcards/flyers to be placed around town: New library coming soon – like us on Facebook for more information.

National Library Week is April 9-15. The theme is Libraries Transform.

Christina asked about Libby Post, the consultant whose proposal included focus groups, goals, and a timeline. The architect will be holding focus groups. We may bring in Libby for other activities when we get closer to referendum.

Christina had a conversation with a local resident who said we need to focus on new library/new experiences, bringing people together, keeping people aware of benchmarks like Monroe and Southbury libraries.

Bus trip: Suggested dates are March 11 or March 18. Phil Wagner joined the meeting by phone. He talked to Coach Bus company: no price without an itinerary; \$200 deposit, balance on the day of the trip. Dattco has "activity bus": modified school bus holds up to 46; \$800/day no matter where or how many; 20% deposit, balance two weeks before trip. Both said they have more availability in March than April. Phil is concerned about the impact of 40+ people arriving at once on a Saturday in a busy library. Susan Murphy suggests asking Brookfield Market or other business to donate bag lunches (or provide at low cost). The group decided to tour Southbury and Ridgefield Libraries (traditional and high-tech) and show slides or video of Monroe Library. Pickup will have to be at Town Hall because of lack of parking at the library; Brookfield Theater for the Arts has a performance both suggested Saturdays, and we share parking. Itinerary will be Town Hall → Southbury → Ridgefield → Brookfield Library → Town Hall. Anita will contact directors of both libraries for approval before confirming.

Robin Powell meeting: Christina sent a thank you note.

NLC Facebook page: Sujata suggests linking to the New Brookfield Library page from the library's regular page.

Community Outreach: If there is to be a referendum on land purchase, we need to reach out to the community to build support. Need to ask for interest in participating in focus groups. We're looking for "influence and affluence."

Architect: Endorsement of the Library Board's and Municipal Building Committee's recommendation is on the Board of Selectmen agenda for tonight's (1/9/17) meeting.

Presence on website: done.

Gmail account activity: one email suggesting a location was received.

Anita noted the Library Value Calculator available on various websites: <http://abqlibrary.org/calculator>. We can make good use of this when we start advocating for a new library.

Betsy McIlvaine suggested the creation of a "talking points" list or a template for those who want to contact the Board of Selectmen or Board of Finance.

The meeting was adjourned at 10:20 a.m.

Meeting notes submitted by
Anita Barney, Library Director