

Draft Minutes

New Library Committee

Monday January 23, 2017 9AM

Brookfield Library Upstairs

37th Meeting

Present: Chair C. Cumberton, D. Brooks, P. Peterson, D. Cioffi, B. McIlvaine, A. Barney, C. Hand, L. Ruggiero, S. Murphy, J. Choi, A. Chan

Approval of Meeting Minutes – The Minutes that have not yet been approved will be sent out shortly for review at the next meeting.

New Business

Letters of support to BoS & BoF – The letter from C. Lennon to the Boards of Finance and Selectmen has been posted on the Facebook page. Mrs. Ruggiero will continue to post to the page once a week. There was discussion regarding posting the recordings of residents speaking at Town meetings in favor of a new library.

It was noted that 577 residents have signed the petition in support of a new library at the checkout desk. There was discussion regarding showing appreciation for those individuals that support the new library effort, and reaching out to them with suggestions about other things that they can do (writing letters of support, participating in focus groups, attending new library coffee, etc.), and providing them with factual documentation for their letters, along with encouraging them to reach out to friends.

There was discussion regarding utilizing a marketing team.

The issues with the current building being out of compliance with the Americans with Disabilities Act were discussed. Disabled individuals have difficulty reaching the library from the community room, maneuvering the downstairs restrooms and public computer space, as well as reaching materials on upper shelves. It was noted that this issue should be pointed out during tours of the current space.

There are approximately 200 members of the Friends' of the Library, and any names not duplicated from the petition can be added to mailing lists.

Mrs. Brooks suggested leaving the FAQ sheet in the Community Room to be shared with groups using the room for programs, movies and rental space. Mrs. Barney will purchase a couple of bulletin boards for posting updated information on the status of the new library in the Community Room. The importance of keeping the information succinct and current was noted.

Chamber of Commerce Gala – Mrs. McIlvaine distributed invitations for the Chamber of Commerce Gala, which will be honoring Mrs. Barney for her 14 years of service as Library Director. Mrs. Murphy suggested that the Friends of the Library receive invitations. At the Chamber's direction, the event will serve as a fundraiser for the Library Foundation. Additionally, a placard and/or scrolling electronic bulletin board will be displayed at the event to promote the new library. Mrs. Ruggiero will consult with

Mrs. Ciriello to determine what the Brookfield Education Foundation did at its event. Mrs. Brooks and Mrs. Cioffi will be meeting with Chamber Executive Director Susan Queenan to discuss details related to the Library's involvement, and will ask Mrs. Queenan if a video could be used for the Facebook page. There will also be "stars" with names of books on them for guests to purchase for their tables. Silent auction items will include one of Mrs. Barney's hand-crafted bracelets, and a watercolor painting that was given to the Library Foundation by an artist.

Art contest for New Library Facebook Page – Mrs. Sequeira and Mrs. Lasser will speak this week about contest.

Marketing Plan – Mrs. Cumberton and Mrs. Chan attended a class offered by the Brookfield Chamber of Commerce related to "how to build a marketing plan". Suggestions included using Facebook tools such as Facebook Live, and "boosting" posts. Mr. Peterson inquired as to how many of the petition signers are on Facebook, and it was noted that the groups are likely separate audiences. There was discussion regarding reaching out to the Brookfield Patch via its "community" link. Mrs. Hand advised that she and Mrs. Brooks have identified a list of groups, with contact names, throughout the town. It was noted that the Committee must determine how and when to reach out to those groups.

Mrs. Choi and Mrs. Chan have put together the following tentative list of NLC events for the upcoming months:

January – the selection of the architect;

February – the call for entries to the art contest; the announcement of the bus trip; Take Your Child to the Library Day (2/4/17);

March – Mrs. Barney's retirement/meet the new director; the bus trip; the Chamber Gala;

April – the announcement of the art contest winner; National Library Month;

May – community coffee; announce location;

Mrs. Chan inquired if any of the NLC members, or supporters, have attended a Board of Education meeting yet. Mr. Peterson pointed out that in many towns, the schools and libraries collaborate on projects for students.

August/September – invite school librarians to library for a tour.

Mrs. Barney pointed out that the new library would likely be completed prior to any construction starting on a new school. There was discussion regarding many items proposed for the Town's capital plan, which will be announced at the end of the month.

There was discussion regarding inviting the school librarians to the library prior to the start of the summer reading program. It was noted that Children/Teen's Assistant Abbey Lynch will be reaching out to the schools.

October – potential mailing to go out (there was discussion regarding this timing politicizing the new library issue);

November – community coffee.

Mrs. Choi suggested that the mailings begin this summer. Mrs. Ruggiero suggested that the mailings conclude as close to February 2018 as possible.

Mr. Peterson inquired if there is a marketing business in town that is a Chamber member that would be willing to volunteer some time. Mrs. Barney noted the importance of the marketing to be “library-specific”.

Mrs. Brooks suggested that NLC members begin attending meetings of the groups on the contact list, to share the talking points regarding the new library. Mrs. Chan stated she would be willing to go to groups, and Mrs. Cioffi, Mrs. Cumberton and Mrs. Murphy stated they would assist in this effort. Mr. Peterson suggested asking those groups for their membership lists for mailing purposes, if the groups are willing.

Old Business

Bus Trip – Potential bus tour costs of \$385 may be covered by the Library Board, which meets on January 26, 2017. The bus trip will take place on Saturday, March 11. Mrs. Hand will work with Mrs. Cumberton to determine the “flow” of the day, and list the discussion highlights for each library. Mrs. Murphy will ask Chick-Fil-A if it is interested in donating bag/box lunches for trip attendees.

Facebook page – Discussed above.

Community Outreach Coordination – Discussed above.

Architect – It was noted that the BoS approved the choice of the Municipal Building Committee and Library Board of Doyle, Coffin Architects in Ridgefield. An article discussing this was written in The News Times, and posted to the NLC Facebook page. Mrs. Ruggiero requested that similar items be sent to her for posting.

Next Steps – A library value calculator will be created by J. Doyon, and added to the NLC Facebook page.

Future Meetings –

February 6th, 27th

March 13th, 27th

April 3rd, 24th

May 8th, 22nd

Gmail Account Activity – No activity. Mrs. Brooks inquired if W. Youngblood, who spoke at the BoF meeting in support of a new library, has put her words of support in a letter that can be posted on the Facebook page. Mrs. Cumberton will request that she do so. Mr. Peterson discussed the positive impact of having young people speak to the relevant Boards, noting that a young man brought an item he made with the 3-D printer to one of the Town meetings.

Close meeting - The meeting closed at 10:13 am.