

Draft Minutes

New Library Committee

Monday February 6, 2017 9AM

Brookfield Library Upstairs

38th Meeting

Present: Chair C. Cumberton, A. Barney, D. Brooks, A. Chan, D. Cioffi, B. McIlvaine

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

Capital Plan – The capital plan will be announced at the next Board of Finance meeting. Mrs. Cumberton and Mrs. McIlvaine will speak with First Selectman Dunn after that date.

Old Business

Letters of support to BoS & BoF – Mr. Hathorn has inquired if a letter of support from the Board of Finance would be helpful, and Mrs. Cumberton advised it would. She also discussed an email between Mr. Gianazza and Sue Mortofolio, which was copied to the Boards of Selectmen and Finance.

Mrs. Barney remarked that the posting of the link to the News Times article on the NLC Facebook page received several good comments.

There was discussion regarding obtaining additional letters of support, highlighting the need for teen space, the community room and maker space, as well as other areas. The community outreach email list will be utilized. Also, Mrs. McIlvaine will send the Friends of the Library mailing list to Mrs. Brooks. Mrs. Barney suggested utilizing this list for invites for a coffee to welcome the new library director.

Chamber of Commerce Gala – Mrs. Ruggiero has advised that the NLC will have to provide its own equipment for the evening of the Gala. Mrs. Barney noted that the library has a folding screen and a data projector. The Chamber has advised that a large foam folding board will be allowed. It was noted that this could hold the NLC graphic and information. Mrs. Brooks will edit the FAQ sheet, to enable it to be sent to Dan McKee or Staples for production. The library also has an easel it can bring.

There was a small setback with the printing of the bookmarks due to a repair issue with the 3-D printer, however, that has been resolved.

Art contest for New Library Facebook Page – Mrs. Sequeira and Mrs. Lasser are not in attendance today. The NLC is interested in a status of this project.

Marketing Plan – This was presented at the last meeting. The activities discussed for February include: soliciting letters of support via email, calling for entries to the art contest, and announcing the bus trip. Mrs. McIlvaine suggested asking for “love your library/love letters in support of your library”, and having

it posted to the Facebook page with a request to let the NLC know what patrons would love to see in a new library, and a suggestion to copy the Boards of Selectmen and Finance on those letters.

There was discussion regarding utilizing a QR code. It was noted that the Town of New Milford has a commercial that could be useful to view. It was suggested that the petition signers be added to a separate Mail Chimp or Constant Contact account, utilizing the Library Foundation email as the originator.

There was a recommendation that a Valentine's Day-themed email and Facebook post be sent out on February 13, 2017, to the petition signers and the Friends of the Library distribution list. Mrs. Chan will reword the letter and send it to Mrs. Cumberton for review prior to it being sent out.

Bus Trip – The bus trip is scheduled for March 11, 2017. Parking and the start of the trip will take place at Town Hall. Mrs. Cumberton and Mrs. Hand will be meeting to discuss the details of the visits to the Ridgefield and Southbury libraries. It was suggested that no more than 45 minutes be spent at each library. Invitations will be sent out to community members. Mrs. Barney will contact the libraries when the times are finalized. Lunch will be provided upon return to the Brookfield Library at 1 p.m. in the Community Room, which Mrs. Brooks will reserve for 12:30-2:30 p.m. that day. The invitees will include members of the Boards of Selectmen, Finance, Education and Economic Development, as well as key community contacts.

Facebook page – Discussed above; see specifically, "Love your Library" for Valentine's Day. There are a few more letters to be posted to the page.

Community Outreach Coordination – Discussed above.

Architect – The Town is awaiting a contract from Doyle, Coffin to sign.

Next Steps – Discussed above.

Future Meetings –

February 27th

March 13th, 27th

April 3rd, 24th

May 8th, 22nd

Gmail Account Activity – Mrs. Cumberton reported that five new people have emailed the account. They will be added to the distribution list of petition signers and other supporters. When these names are added to the Mail Chimp/Constant Contact account, there will be an unsubscribe option. Mrs. Cumberton will forward the new emails to Mrs. Brooks to add to the list.

Close meeting - The meeting closed at 9:59 a.m.