GREENFIELD PUBLIC LIBRARY BOARD
Thursday June 16, 2016 6:00 P.M.
2nd Floor Conference Room
5310 W. Layton Ave. Greenfield
Minutes

1. The meeting was called to order by Ms. Czaplewski at 6:17. On a roll call, the following were in attendance:
   Ms. Ball
   Ms. Bruhn
   Mr. Carlson
   Ms. Czaplewski
   Mr. Kermendy
   Ms. Knasinski
   Ald. Lubotsky
   Ms. O'Brien
   Ms. Ryan
   Ms. Waldoch

   Also in attendance: Ms. Kim Whitmore and Mr. Tod Gagliano.

2. Approval of the minutes of the June 2 and 7, 2016 meetings (Action): On a motion by Ms. Czaplewski, seconded by Ms. Ryan, the minutes of the June 2 and 7, 2016 meetings were approved as presented.

3. Public comment (Information). None.

4. Acceptance of the Financial Report (Action): Acceptance of the May financial report was postponed until the next meeting.

5. Approval of the bills presented for payment (Action): Approval of the bills presented for payment was postponed until the next meeting.

6. President's Report: No President's Report this month in lieu of the Strategic Planning activity.

7. Committee Reports:
   a. Legislative & Policy Committee Report and Recommendations: no meeting.
   b. Marketing & Community Relations Committee Report and Recommendations: no meeting.
   c. Budget & Finance Committee Report and Recommendations: no meeting.
   d. Human Resources Committee Report and Recommendations: no meeting.
   e. Building Committee Report and Recommendations: no meeting.

8. New Business (Information):

f. Report, discussion and decision regarding the creation of a list of stakeholders whose input should be sought out during the 2016 Strategic Planning Initiative (Action). Ms. O'Brien created and shared a document incorporating the stakeholder suggestions the board had previously offered, with the names of the relevant stakeholders now added. All these individuals received a postcard inviting them to the public stakeholders meeting on Saturday June 25, 2016 at 10 am. The library will also set up a survey booth in the lobby during that session, for anyone who doesn't wish to, or is unable to, join the session itself.

9. Old Business:

g. Presentation by Strategic Planning consultant Kim Whitmore of Ujima United LLc, and discussion of planning topics as part of the 2016 Strategic Planning Initiative (Information). The library board members began by discussing what they each feel is the most important service the Greenfield Library offers. They discussed differences in decision making, goal setting, and leadership styles, and how these differences can be recognized and respected and lead to a comprehensive strategic plan.

A strategic plan is a deliberate decision-making process that also defines the direction an organization is going, providing a template for all stakeholders and employees to make decisions that move the organization forward. It involves the development of a shared mission, vision and values, through setting goals and specific, measurable, achievable, relevant and time-oriented (SMART) objectives.

The board first formulated the list of values they believe guide the library, including enrichment, community engagement, inclusion, inspiration and quality service. These values provided the foundation to formulate the library's mission. The current mission statement ("To provide library service which meets community needs in a professional, efficient, friendly manner. To provide access to materials, facilities, equipment and staff which enriches the life and fulfills the informational, cultural, civic, leisure and educational needs of the individual.") is lengthy. The board condensed it to a version which incorporates the following: "To provide quality services that enrich all aspects of the lives of all members of our community" or alternatively "To be the community's home for lifelong enrichment."

The values and the mission together led to the creation of a vision statement that looks to the future. Suggestions involved enhancing lives and increasing access and engagement, summarized as "To be cultural heart of the city, providing enhanced opportunity through lifelong enrichment for all."

Forces of change (trends, factors and events) were then discussed in the context of a SWOC analysis (internal strengths and weaknesses, external opportunities and challenges or threats.) Many examples were identified and then categorized in this way for the library to consider.

Finally, the board discussed some of the issues that need to be addressed by the library given this SWOC analysis. These issues include increasing the awareness of services through marketing and communication, increasing the sense of inclusion among all groups in the city, incorporating sound business practices and the responsible and efficient use of resources, strengthening and expanding partnerships, leveraging technology, rethinking services, and retaining high quality staff.

10. Continuing Trustee education: No information for this meeting.

11. New items for placement on next agenda: Mr. Kermendy shared the news that he is leaving the city and moving to Missouri in July and so tonight's meeting is his final one. Another board member will need to be recruited to fill this new vacancy.

12. Next Meeting (Information): July 21, 2016 at 6:30 pm.

13. Library Director's Report (Information): No report this month.

14. Adjournment: On a motion by Ms. Ryan, seconded by Ms. Czaplewski, the meeting adjourned at 9:02 pm.

Minutes respectfully submitted by Mary Knasinski.