

Board of Trustees Retreat
Saturday, February 27

Call to order

9:11 am

Attendance:

Ranjit Puthran, Jane Herndon, Jim Hehner, Jack Stafford, Bill Wiebenga,
Jim Garretson, Nancy Newport, Carolyn Goolsby, Judy Gareis,
Patti Napier, secretary

Agenda

approved and adopted

Overview 2012-2016 progress/transition

Carolyn

2 objectives outstanding:

1. space assessment
2. digital media lab (will definitely move forward)

comments (Jack, Jane, Ranj)

-Pleased with staff efforts and accomplishments. Still feel areas to be fleshed out. Some vagueness at start certainly presented some challenges. There has been great ownership by staff. Despite the uncertainty at start, staff grew into the plan and embraced it with enthusiasm. Board participation with each of the groups well received and excellent connection between board and staff

Overview proposed Strategic Planning process

Carolyn

Carolyn's proposal:

- strategic goals to be set by board
- typically there are 12-15 purposes for all libraries. Helpful for board to focus on about 3 goals
- duration of plan should be about 3 years as looking beyond 3 years is difficult bc of the pace of technology

Board response:

- encourage re-visit areas of Strategic Plan not yet fully addressed as the focus going forward
- we have touched the "low hanging fruit" and need now to reach higher for the rest of the fruit. Fruit has been well identified by the strategic process we undertook. Consider addressing presence, voice and leverage in a larger and fresher way but not allowing opportunity to be lost.

Appointment of Steering Committee

- Jane Herndon, Bill Wiebenga, and Jack Stafford Jim/ Hehner will share the third position to balance the time constraints each of them may have in the upcoming year

Suggested individuals for community connection and input:

Mo Merhoff
Rich Taylor
Jeff Worrell
Matt Frey
Nancy Chance
Matt Snyder
Mark Westermeir
Dad's club representation (Jack Berry, Christine Grubb)
school librarians

Overview Recent trends

Nancy

among and after Nancy's presentation, comments:

- generally, ebook and e-audio use has significantly ↑'d (not surprised)

programs:

- overall 20%+ increased attendance in programming
All programming shows strong attendance and potential for further growth with growing programming

Overview Emerging Issues

Carolyn

chose 8 issues that pertain to Carmel:

(I apologize for incomplete notes here)

Carolyn presented a ppt based on information included under the tab "Source material" in the handbook/notebook highlighting these points.

Aging advances

Digital native vs digital immigrants

Income inequality

Fast casual

Privacy

Technology trends:

-AV, DVD, Blu-ray circulation decreasing

-pursue relationships with streaming opportunities

i.e. Netflix, Amazon...

Setting of Strategic Goals

Judy

-summary will be provided by Judy

-Voice, presence and leverage need to be at forefront

but not to lose connection with opportunity

-identified increased e-technology and how to connect with strategic goals

-how to reach people not currently using library

-do we attract new readers by adding ebook or are we just transferring the readers from hard copy to electronic

-begin/continue promotional dialogue with community groups

-consider lower income groups of the community

-increase outreach of services

west side of Carmel...continue to grow

-Carmel trends to be aware of when planning:

-multigenerational families

-diversity (economic, ethnic...)

- kids activities (young families)
- companies
- aging community
- non-college bound YA,
- managing health care
- managing time issues
- relationship issues

-operational objectives established by management team. Invite staff to participate in committees

-okay to change the 4 key words while maintaining their general concepts

Summary of day:

- Take the 4 original goals and expand/enhance with ideas from discussion by the board today. Consider: emerging trends, Carmel trends, and technology.
- Goals and definitions will be written within 2 weeks by Judy, Christy, and Carolyn
- begin planning for Pew study

Graciously submitted,

Patti Napier