

FRANKFORT PUBLIC LIBRARY DISTRICT
STRATEGIC PLANNING COMMITTEE MEETING
FRANKFORT PUBLIC LIBRARY
February 8, 2023
12PM

I. Call to Order

The meeting was called to order at 12:05PM.

II. Roll Call

Present: Trustee Skibinski, Trustee Knutson, Amanda Kowalcze, Melissa Rice, Rebecca Cerf, and Nicole Suarez. Jan Look joined the meeting at 12:07PM.

Absent: Jill Ganeshan

Also Present: None

Citizens Advisory Committee: None

III. Introduction of Visitors

None

IV. Minutes for Approval

Minutes from the Strategic Planning Committee Meeting on January 10, 2023 were reviewed and approved the Committee members.

V. Old Business

The Committee recapped their previous meeting and reviewed the draft Mission and Vision Statements.

VI. New Business

A. Strategic Priorities

1. The Committee went back through their notes and the gathered data to set the Strategic Priorities for the new Strategic Plan. Priorities that had previously been discussed were Community Engagement, Space, and Marketing. There was a discussion that per the four pillars of the Library discussion at the January meeting, there should be four Strategic Priorities to match the four pillars. Trustee Look suggested a fourth priority of Access. There was further conversation regarding the four pillars, as the Committee refined each priority. The Committee felt that "Marketing" had too many business and sales connotations, so the decision was made to replace the Marketing priority with "Communication." Similarly, "Community Engagement" was felt to be too close to Communication or Access, and the Committee wanted this priority to focus more on Library services, events, and programming, so this priority was redefined as "Experience." The difference between

Space and Access was discussed, with Space having a focus more on the physical Library building and grounds, while Access looked at ADA accessibility and various barriers of entry to Library services and materials. The four Strategic Priorities were set as Communication, Access, Space, and Experience. The Committee discussed how these priorities could be visually represented in the Strategic Plan. Trustee Skibinski suggested that they be displayed in a less traditional format than a pie chart or pillars. Melissa Rice suggested tying the Priorities into an open circle shape. Amanda Kowalcze will ask the Head of Graphics to come up with some ideas for the Committee to review. The Committee also decided that a visual representation of each Strategic Priority would help in communicating the Strategic Plan. For example, “Communication” could be accompanied by an image of a cell phone, “Space” with a picture of a building, “Access” with clasped hands, and “Experience” with a person surrounded by stars.

B. Strategic Objectives

1. The Committee worked on creating two sample objectives for each Strategic Priority. The decision was made to share these objectives in a poll for Staff and Trustees, and also open it up for additional suggestions. That data would be used to refine Strategic Objectives in the next meeting. Objectives included a focus on physical space, sustainability, communication tools, reconnecting with the community, exploring community interests, making connections, identifying obstacles to service, and underserved populations.

C. Next Steps

1. Director Kowalcze will develop the Strategic Objectives survey and circulate it to Staff and Trustees. Director Kowalcze will reach out to the Head of Graphics to develop ideas for presenting the Strategic Priorities. The Committee will reconvene next month to continue to draft the Strategic Plan.

VII. Public Comment

None.

VIII. Adjournment

Meeting adjourned at 1:20PM.

Recorded By:
Amanda Kowalcze
Library Director