FRANKFORT PUBLIC LIBRARY DISTRICT
STRATEGIC PLANNING COMMITTEE MEETING
FRANKFORT PUBLIC LIBRARY
June 24, 2026
4PM

I. Call to Order
The meeting was called to order at 4:02PM.

II. Roll Call
Present: Trustee Look, Trustee Evenhouse, Trustee Faris, Trustee Miner, Amanda Kowalcze, Rebecca Cerf, Jennifer Erbach, and Mary Ryan
Absent: Trustee Meszaros, Trustee Stenoish, Trustee Otway, and Melissa Rice
Also Present: None
Citizens Advisory Committee: None

III. Introduction of Visitors
None

IV. Minutes for Approval
Mary Ryan motioned and Trustee Evenhouse seconded to approve the Minutes from the Strategic Planning Committee Meeting on May 19, 2026. Typo of “existing foals” corrected to “existing goals.” Motion Passed.

V. Old Business
None

VI. New Business

A. Strategic Plan Duration
The Committee discussed the potential length of the new strategic plan. Considering a 3-5 year plan, the Committee settled on a four year plan, ending in 2030. A four year plan will mean that the next plan would fall between trustee election years, which will allow for continuity across election cycles.

B. Strategic Plan Structure

The Committee discussed the differences between goals and objectives for the strategic plan. Goals are what we plan to achieve or accomplish, and will or may change minimally, even between strategic plans, as the mission of the Library isn’t changing. They typically are never “completed,” as the mission is never completed. Objectives are written with more direction, and are ways that the Library wishes to work towards the greater goals. They are more of a roadmap for making progress on the goals. Within the objectives are action plan items. Objectives are evaluated by criteria used to assess action plan items that address objectives. The Committee discussed that after the Strategic Plan is finalized, the Committee and staff will develop action plan items that will be in service to the new objectives. These items might evolve, be completed, be added to, or drop off over the next four years of the Plan.

Rebecca Cerf shared the Sustainability Action Plan that she developed as part of her coursework for the Sustainable Libraries Initiative. Many of the items she put together for that plan would serve as good future action items for the Strategic Plan.

C. Strategic Plan Objectives

The Committee worked through each area of focus, developing and refining two objectives for each.

1. Space

   The Committee determined two objectives for the Space area of focus. The first incorporates much of the feedback from the community survey regarding concerns about the building and its layout, and specific building requests. This objective is to develop a master plan to serve as a framework for future improvements. Assessing the specific building requests from the surveys would serve as good action items for this objective. The second objective regarded conducting an assessment for additional opportunities to implement universal design and sustainability into the Library. This extends from the building to the grounds to procedures.

2. Marketing and Communication

   The Committee refined the goals for this area of focus, with one focusing on marketing and the other on communication. Similarly, the two objectives created by the Committee have slightly different focuses, with one looking outward through the creation of a comprehensive strategic marketing and branding plan, and the other looking inward with the development of an internal communications plan. That plan would extend to the Board of Trustees, as well as the staff.

3. Advocacy and Community Engagement

   For this area of focus, the Committee has a goal to work with already established partners to enhance the Library's presence in the community, and a goal to create and develop new partners and stakeholders. The objectives first look outward, by focusing on getting the Library out throughout the community, and then look inward, by hosting events to highlight our partner and their resources and services in turn.

4. Library Services and Resources

   The two goals for this area of focus concern the Library's programs and events, and the Library's collections, resources, and services. Both goals are focused on responding to changing trends and community demand. The objectives for this area of focus concern evaluating what the Library offers, in order to ensure it continues to meet the needs of the community, and then an objective to change or add new services and collections as trends, technology, and the community evolves over the course of the four year strategic plan.

D. Strategic Plan Visuals
The Committee evaluated the visual graphics for the Strategic Plan and felt that they were still effective at communicating what was being communicated. One suggestion was to add a tree to the graphic for Space, so Director Kowalcze will reach out to the Head of Graphics to see about making that change.

E. Next Steps
Director Kowalcze will organize all of the goals and objectives determined by the Committee into a full draft Strategic Plan for the Committee to review. Following that review, if the draft feels finalized, the Plan can be forwarded on to the Library Board for a vote and then the plan could be implemented and rolled out to the staff and the public.

F. Next Meeting Date
The Committee will meet next on Tuesday, July 7th at 4pm.

VII. Public Comment
None.

VIII. Adjournment
Meeting adjourned at 5:42PM.

Recorded By:
Amanda Kowalcze
Library Director