



Board of Trustees Special Meeting
MINUTES (approved)
Tuesday, May 11, 2021 at 4:00pm
McGuire Community Room
610 Woodmere Ave, Traverse City, MI 49686

1. Call to Order

The meeting was called to order by President Jones at 4:00pm. Present were: Jones (President); Odgers (Vice President, attended via phone); Sullivan (Treasurer); Pakieser (Secretary); Vickery (Trustee); and Westcott (arrived at 4:04). Budzinski (Trustee) was absent. Also present were: Howard (Director), Brady (Marketing and Communications Manager), and Carpenter (Staff).

2. Strategic Planning Discussion

Jones stated that the purpose of the meeting was to continue discussion of the progress and direction of the Strategic Plan. Howard reviewed the procedure used by the strategic planning consultants from MCLS (Midwest Collaborative for Library Services). Results of the Community Engagement Report, a summary of the mission, vision, core values, and key focus areas with committee discussion generated ideas, benchmark key findings, and results of the SOAR analysis used were provided to the trustees prior to the meeting. Brady read and discussed in greater detail the ideas generated by the strategic planning core committee in each of four focus areas: Inclusive Space, Innovative Engagement, Targeted Outreach, and Purposeful Partnerships. Trustees were also given the opportunity to anonymously rate which two of the four focus areas they felt should receive the most attention first. Howard explained that she would like to know from the board's perspective what they felt she, as the Director, should focus on first over the next three years to move the library forward within the community values and desires since that guidance would determine where the budget and staff effort will be applied. Howard will also provide the meeting's discussion results to MCLS so that the final strategic plan would include the board's vision as well.

Board members were happy with the planning process to date and expressed great appreciation for the depth of information gathered from the community engagement study and the depth and creativity of the implementation ideas and considerations of the staff and the strategic planning committee. The study and benchmark results confirmed that TADL is keeping on par with or above many of the top Class 6 libraries in the U.S. with regard to areas such as service hours, collection expenditures, circulation per capita, programs presented, reference transactions, and computer and wi-fi accessibility and use. Although TADL had lower than average statistics in a few, none of those areas were significantly below those across the U.S. and were not concerning.

Board members felt that the concepts and information reported thus far related to Core Values was spot on. The words 'hub' and 'connector' were used frequently within the framework of the key focus areas and it was important to the board that the library know when to be 'the hub' and when to be 'the connector'. TADL cannot be a hub of everything to everyone all the time, but it can be hub that partners with others in the community and connects patrons to those resources in addition to what resources the library can offer, therefore providing the best service possible. Members also agreed that each of the four key focus areas are interdependent and interconnected and happen somewhat simultaneously so it was difficult to separate them as individual aspects of the strategic plan with one being more important than the other. Vickery described his vision for the library as a

'node' in a network with the library having devices, tools, and infrastructures for sharing information and entertainment – one node in the community wheel. He also felt that technology will drive TADL as both a leader and a participant in community connections. Odgers noted that the strategic planning process is the time to dream big and felt that by aiming for some of the higher fruit on the list, many of the lower fruits would also be accomplished along the way. Odgers also pointed out that some of the higher cost ideas needed to rise to the top as in cases where laws are actively changing, for example, offering a gender neutral and more accessible public bathroom. Wescott raised several points of consideration such as community broadband coverage to lessons and new operational procedures to continue with post-Covid time. Members also discussed outreach effort to groups who have limited access, or groups that are under-represented in the area.

There was some discussion on the larger scope of the library, it's mission, the direction of the future of libraries, challenges both known and unknown for libraries and the community. The trustees plan to revisit these areas in more depth at a future board retreat for that purpose. As for the purpose of the strategic plan over the next 3 years, it was agreed that of the key focus areas Inclusive Space is a given focus area, and that the library is well regarded and supported by the board and the staff. Community comments reinforced that the library has a reliable culture of service and continually strives to expand its reach and offerings. Purposeful Partnerships came in highest on the priority list of specific focus, with Innovative Engagement a close second the that. Targeted Outreach was seen as happening somewhat organically alongside Purposeful Partnerships.

Above all, and now more than ever in an increasingly polarizing world, it was of utmost importance that the strategic plan be written and implemented in such away that allows everyone the opportunity to explore and to access the opportunities of the library, that it maintains the library as a trusted, neutral and safe space for all, because despite our differences, our commonality is the pursuit of individual learning.

The meeting ended with support for the stewardship, ideas, and directions that were shared in the strategic planning draft and support for Howard to complete the strategic plan with MCLS as presented. Pakieser requested a regular report to track progress throughout the plan and so that the collective mind is not lost.

3. **Adjournment**

With a motion to adjourn by Wescott, supported by Pakieser, President Jones adjourned the meeting at 5:48pm.

Respectfully submitted,



V. Carpenter, Recording Secretary

Approved by board vote on May 20, 2021



M. Pakieser, Board Secretary

6/17/21



6/17/21