

Minutes  
Moretown Memorial Library Board of Trustees  
Saturday July 16, 2022 10 - 3  
At Deb Feldman's House 14 Farnham Rd., Moretown, VT

Not Approved

Public: Cory Stephenson

Trustees: Elisabeth Mazzilli, Anne Cassels, Allison Dellner, Jennifer Hill, Deborah Feldman

**10:20 Call to Order**

**10:21 Public Comment:** Jennifer Hill gives thanks for the Rec Equipment and FPF posting and so much fun to play tennis. Deb Feldman thanks Cory and Nicole for the wonderful programming and the people using the library. The library is vibrant, has an excellent tone and it is exciting to see the use.

**10:24 Reading:**

Deb Feldman read from Rumi.

Jennifer Hill read from *Dune* by Frank Herbert

**10:28 Secretary's Report** May 19, 2022 [Minutes](#)

Highlights:

- Town Hall Management Plan discussed
- Agreed to pursue branding for our library logo
- Started planning Trustee thank you gathering for July 24th
- Brainstormed feedback to share with the town about the town's website

Elisabeth Mazzilli moved to approve, Deb Feldman seconded, all voted to approve.

Out beyond ideas of  
wrongdoing and rightdoing  
there is a field.  
I'll meet you there.

When the soul lies down  
in that grass,  
the world is too full  
to talk about.

Ideas, language,  
even the phrase 'each other'  
doesn't make any sense.

RUMI

### **10:34 Treasurer's Report**

Budget [Spreadsheet](#) and [Report](#) highlights:

- June we are on track for spending being at 50% of the year
- Some over on equipment and maintenance
- Used all of the courier grant and are now using postage line
- Some invoices are missing from the reconciliation, but we are very close to complete

We discussed next steps to increase Library Assistant pay by \$1.00 an hour from the library donations line to be brought to the Select Board July 18, 2022. Our reasons are to recognize the outstanding job of our current assistant (engaged, invested and initiative).

We discussed the [purchase policy](#) for the town and possible funding sources for library rebranding. We are looking for about \$1000.00 worth of work with a consultant and will see about having half of the work in 2022 to get us started (maybe from donations). A possible timeline is September 2022 to get started, then a mockup in November 2022 with a chance to meet and revise in January 2023 and finalize for Spring 2023. We can seek funding for the remaining \$500 in the 2023 budget. We may follow up with the Select Board about this at the Aug 15th meeting.

### **11:06 Strategic Planning:**

We talked about the history of Strategic Planning for the library and the existing one is from 2010 and is more of an operational plan. Currently, the VT Department of Libraries is hiring a consultant to support this work for public libraries. We will be able to sign up for office hours for 1-on-1 consultation and maybe some workshops about strategic planning. Here are some examples of what a [strategic plan](#) can look like.

We looked at the community engagement from 2018: Ask interviews, online survey and focus groups. We looked at the summary presented at the 2019 Town Meeting. We discussed that this is current information, and worth

updating with community feedback once we have a draft of the Strategic Plan. A next step is for a sub committee to meet to revise the mission and craft a basic plan to then get community engagement for feedback maybe in January 2023. It may be a good idea to have an external person help facilitate this. Cory mentioned that there are cohorts organizing with the VT Department of Libraries to support this work.

We looked at our mission from 2018 and brainstormed these possible revisions:

- MML strives to be an inclusive, creative and engaging gathering space for the entire community. As a hub, the library will provide robust programming, traditional and innovative resource sharing and inclusive services.
- We liked the words: vibrant, “all” and diversity, equity

For a timeline we discussed the following:

1. Read over and consider our individual answers to these questions:
  - a. Why do you want to rebrand? (What is the problem you are trying to solve with a rebrand?)
  - b. What are some quantifiable goals that you hope to accomplish with this new look? ie: what are your expectations for the final product?
  - c. Who is your audience? ie: who are you trying to appeal to most with this branding. (The answer can not be "everyone")
  - d. What messages do you want your visual language to communicate? (ie: we are; trust-worthy, inclusive, exclusive, cutting edge .. so on and so forth.)
  - e. What is your timeline/budget?
2. Read these articles:
  - a. [Here's a link to a PDF outlining brand archetypes.](#)
  - b. [Here is a great article](#)
3. Strategic Planning Subcommittee meet by October 2022
4. Consider timing for renaming (with Select Board and other entities)
5. Wrap up by Jan for the Town Report

### **12:45 Policy Review**

We talked about the history of policy development and looked at this document [overviewing the policies](#). We thought about what may need to be added or revised: library membership for non residents, inclusivity policy, collection circulation (including recreational equipment). Cory will look at the policies to see what else needs to be added or revised for January 2023. Some policies that we are currently working on are: review strategic plan, review mission, vision, values statement.

We revised [By-laws](#).

Jennifer Hill moved to approve By-laws as revised, Elisabeth Mazzilli seconded, all approved.

### **1:50 Town Hall Management Plan**

We discussed the Request for Proposals for the schematic work on the Town Hall. Cory will check with Don about the status and Deb will step up to be involved with interviews with the chosen company.

We looked at the [Town Hall Management Plan](#) again and wondered about the addition of language specific to the calendar and access. Cory will check with Don about this to see about timing for presenting to the Select Board.

We revised the timeline from the retreat last year for the town to vote on the work on the Town Hall and the Library being there. With the RFP timeline it is looking like more information will be ready to present to the Town in March 2023.

### **2:35 Matters Arising**

- Friends of the Library needs us to reach out to the Vermont League of City and Towns about corporate funding for a permanent story walk. Anne will call to ask about this.

**2:42 Set next meeting date**

- **September 8, 2022 (Regular) Changed date to September 15th,** 2022 Preliminary Budget & Library Director Evaluation (Jen and Elisabeth will meet with Cory and do this August 11, 2022 at 4:00)

**2:50 Adjourn**

Elisabeth Mazzilli moved to adjourn, Allison Dellner seconded and all approved.