

Minutes
Moretown Memorial Library Board of Trustees
Thursday, September 8, 2022 6:30 p.m.
In the Library's Town Hall Location

Approved

Public: Cory Stephenson

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

6:36 Call to Order

6:36 Public Comment: none

6:36 Reading: Jen's Riddle: What do you call a clock that is right only twice a day.
Broken.

6:36 Secretary's Report July 16, 2022 [Minutes](#)

Highlights:

- Discussed Strategic Planning and started a timeline
- Did a Policy Review and revised ByLaws
- Discussed Town Management Plan

Deb Feldman moved to approve, Allison Dellner seconded, all voted to approve.

6:40 Treasurer's Report

Budget [Spreadsheet](#)

- Reconciliation for August will be coming in the future

6:41 Preliminary Budget

Allison is emailing Sasha about setting up a meeting to plan for the budget.

Some of our ideas about the 2023 budget are:

- \$1.01 increase for the library assistant position
- Monies for strategic planning for consultant including communications plan
- Programming monies could be increased to match the cost and participation increases for the year

7:02 Librarian's Report

[LibRep 2022](#) for July and August

- On track for library use for resources, and books. Cory will include Kanopy stats for the next meeting.
- Great summer programming!
- Read and Play is starting back up and an 8 week baby music class will be starting.
- Fall programming is coming together.
- VT Reads 2022-2023 is up and running with [The Mostly Costly Journey](#) and we have been awarded the grant starting in January.
- Morefest is coming up and we are working with The Friends. The posts are installed for *The Story Walk* and there will be a ribbon cutting at Morefest. Cory will set up a Scavenger Hunt, there will be paper airplanes, and a book cart sale.
- An upcoming digital services program is planned.

7:26 Library Director Performance Review and Professional Goals

- In 2021: expand hours and staff for expanding access and increase volunteers
 - Continuing goal
- In 2022: (see above) and Professional Development like Collection Development and Policies (learn more at the NELA conference).

7:31 Strategic Planning

Rebranding questions and articles to discuss:

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](#)

- There are so many possibilities. How do we pair this down?
- We already have funding for a town-wide mailing for postage and printing and some design work that could be used for community engagement/advocacy
- (1 b.) Quantifiable Goal - what is the image that everyone gets when they think of a library and how do we create a Community Center for connections with ideas, information, resources. What is the best way to communicate it?
- (1 a.) How do we update the image of what a library is as a community resource? We want to rebrand because we don't know why it is a "Memorial Library". When we looked at [the website](#) to see what the history of the Memorial came from, we didn't find anything. Instead we did find "October 24, 1923 it was decided to purchase the Palmer House to serve as a library" so we do have a centennial coming up! "What do you want to throw back to and what do you want to bring forward?" Packhorse home delivery!
- (1 c.) Select Board, Tax Payers, Moretown / Mad River Valley Residents/Community Members, Patrons. Our Strategic Plan needs to consider the patrons and non patrons to help create the wider concept of library. Moving forward, have messaging be flexible or have wide appeal to address different groups (different ages).
- (1 d.) Inclusivity! (https://libraries.vermont.gov/services/inclusive_services) Libraries are for Everyone. Library is a place to get your questions answered, a resource, A Hub! With spokes around a center. More than books.
- (1 e.) Timeline - Meet as sub committee before the November trustee meeting with time to share to trustees: Cory, Jen and Elisabeth - How about Thursday Oct 13th

8:03 Town Hall Committee Update

The Town Hall Committee is meeting with the architect so that the design will be ready for January for the Town Report. March vote 2023 - ballot for Town Hall Necessary Maintenance including accessibility via the lift, water, drainage redirect, etc. Not sure yet if the Library is included in this as a single vote. This needs clear communication that is essential to the Town Hall Building.

SB approved having the Library Director become the Town Hall Manager for rentals, money will still go through the Town Clerk.

The Rental document needs to still be approved

- An online form is in draft form

Flow and process needs to also be decided on with the Town Office

8:08 Friends Update

- VLCT share - this information helped to decide how to proceed
- Story Walk posts have been installed!
- Looking forward to a Chili Cookoff in February

8:10 Matters Arising

- Consider sharing in January 2023 Trustee Seats

8:12 Set next meeting date

- **Friday, October 14, 2022** (Special) Budget and Meeting Schedule Meet 6:00
Town Hall
- **November 10, 2022** (Regular) volunteer appreciation planning (Red Hen cards
gifts)
- **January 12, 2023** (Regular) Strategic Plan share out (including rename and
rebrand), Policy additions/revisions to consider

8:25 Adjourn

Allison Dellner moved to adjourn, Anne Cassels seconded and all voted.