

Library Committee Meeting February 19, 2024

Present: Jaimie, Kallie, Ginny, John, Marguerite, Earl, Amanda, Curt

Jaime called us to order at 5:01 pm.

We skipped discussion of minutes from way back in November.

We discussed the meeting with the Village Board Committee of the Whole, there was a mixture of opinions on whether anyone was paying much attention.

Jaimie has prepared a document for the Library Board, which is being reviewed by John, Kallie and Val, and it will be circulated to the whole committee in the day or so. It consists of a list of five questions with proposed answers. One of the questions relates to accepting money for construction prior to the project gets approved. We do have an account which has some money accumulating in it for a putative new library, but that is quite different from actively fundraising money.

John made a very exciting announcement that there is a pot of some \$107 million in state money that should be open for grant proposals in the next month or so, with a max of \$4.25M. The guidelines have not been released and there will be 2 or 3 other libraries in our region competing for those grants. It could be a mid-April submission deadline so it could be a rapid turnaround, and our previous work would be very useful. John plans to be at the village COTW meeting on March 11 to tell them about this grant and exhort them to action.

Curt related how he had a conversation with folks in Baldwin, they are looking to build a new building and are exploring more traditional avenues of funding. But they are at a much earlier phase of their project.

Community Engagement Planning

John asked if we plan to include our architects in some or all of Community Engagement, as that affects the cost. Jaimie expects that we will get programmatic feedback from the public that could influence design changes. He sees building excitement and support right now as being crucial to making the next step. We need to be planning the action, but with will need Val and Matt present at least part of the time for any presentations.

We should also take advantage of the available social media channels that touch various groups in the Boyceville area.

What groups to work on setting up meetings?

- Home schooling groups
- Lions
- Airport boosters
- Mennonite school
- Scouts

- 4H groups

Curt suggested making an effort to count attendance, get photos, offer signup lists for contact information. Curt will help with that aspect of focus group preparation.

John suggested that adding a new Facebook page that is distinct from the Library page, managed by a different person, could expand the reach. Cross-link the two FB pages. Curt noted if we create a FB event, we really need to pay to promote that event. While we do have some funds, we need to make sure that we do not overstep any bounds on using existing funds.

The webpage needs to be added, Curt noted that he has some skills with WordPress and can assist with some basic modifications.

John wondered about getting patrons to talk about the importance of a library to them for video clips that could be used on FB, website, etc. It could be part of our outreach events, be careful about recording minors with permission. The raw video will need some editing and curating, Earl offered to take point on that when we start getting some content.

For QUICK distribution, should we churn out some 8.5 x 11 posters to put up all around the area? What should we put on that poster? Should we exhort people to attend the Village COTW meeting on Monday February 26? Or do we cherry-pick who we invite?

PLAN: create a small insert/bookmark to tuck into checked out items to encourage existing patrons to show up at the COTW. Kallie is taking care of this.

Discussion about net-zero, is that a sacrificial lamb or something that we fight for? Curt has taught sustainability for 15 years but sees the Community Room as more crucial than net zero, if it comes right down to it. Jaimie noted that the long-term cost/benefit ratio of net zero may be a deciding factor.

Discussion of when to schedule our first Open House? March or April or even May? Do we need to have one done to strengthen our possible grant proposal? John thinks an Open House is probably not crucial but we will know more when the guidelines are released.

After the immediate distribution of bookmarks/miniflyers, the other push is much more extensive: Informational flyers/Social media/website/open house(s).

Marguerite can help with setting up FB posts. Ginny, Marguerite and Amanda will work on getting a good start on social media content and posts in the next month. Get some photos of packed story time. Curt is willing to help make changes to the website but we do have people on staff in MORE for making web site changes – like getting our nifty graphics of the proposed building up on our website.

Curt suggested we involve the Friends of the Library group. John pointed out that there are legal touchpoints that have to be observed on what such a group can or cannot do. We do have such a group, but Ginny could not recall if it has tax-exempt status.

Jaimie suggested that we are morphing from a Design Committee to a Development Committee as we move more into community engagement and eventual fundraising. He wants to ask the Library Board to update our designation to be the Library Development Committee.

Curt asked if the Library Board is kept up to date, and Jaimie explained that he does send crucial information to Joe Pieters in the hopes that he shares it with the full library board.

Next meeting March 18, 2024 at 5:00 pm.

Adjourned at 6:18 pm

Minutes recorded by Earl