



# NEWAYGO AREA DISTRICT LIBRARY

*Reaching The World Through Information*

## Special Strategic Planning Meeting of the Board of Trustees

June 6, 2018

### 1. CALL TO ORDER.

The Meeting was informally called to order by Treasurer Jennifer Page at 5:35 p.m. at the Newaygo Area District library, 44 State Rd, Newaygo, MI 49337.

Presiding Officer: Jennifer Page

Roll Call: Present: Jamie Baker, Marj Redder.

Absent: Dave Chambers, Elizabeth Pitzer, Ailene Pugno, and Michael Burns.

Approval of Agenda: N/A.

### 2. MINUTES. N/A

### 3. PUBLIC COMMENTS. No public comment.

### 4. TREASURER'S REPORT AND BILLS AND CASH DISBURSEMENTS. N/A

### 5. DIRECTOR'S REPORT. N/A

### 6. UNFINISHED BUSINESS.

#### ▪ Proposed budget for library logo design.

Estimate from FUZE Media Group was reviewed and discussed. Consensus was to pursue a bid from Anderson Silk Screening of Croton along with any other reputable companies and to offer FUZE Media opportunity to improve their bid estimate. Everyone agreed that the sample logo FUZE provided was pleasing but the cost was excessive. Trustee Page said to be certain the library would retain ownership once the logo was completed.

#### ▪ Review community needs and draft services responses.

Trustees and Director Tinkham reviewed the Community and Library SWOT analysis created with input from community members, trustees and staff; listed and discussed community needs; and reviewed directives in the new mission statement. From thirteen possible Library Service Responses they selected five preliminary choices which were determined to be appropriate to consider in library planning. Listed in order of priority were:

- ✓ Basic Literacy
- ✓ Cultural Awareness
- ✓ Business and Career Information
- ✓ Current Topics and Titles
- ✓ Information Literacy

Trustees also agreed the service response, Lifelong Learning, was implicit within the library mission statement and considered that response a library strength already. In the next week,

Director Tinkham will hold a similar planning meeting with library staff to have the opportunity to review and comment on the preliminary service responses selected by trustees.

**7. NEW BUSINESS.**

- Set next strategic planning meeting date

By consensus it was agreed that strategic planning will be included in old business at the June 19 regular Board meeting. Board will review staff input on library service responses and make final selections with priorities.

**8. PUBLIC COMMENTS.**

No public comment.

**9. BOARD MEMBER COMMENTS.**

No board member comments.

**10. ADJOURNMENT.**

The meeting was informally adjourned at 6:42 p.m.



NADL Treasurer

PRESIDENT



NADL Secretary