



LAKE GENEVA PUBLIC LIBRARY

MINUTES

Lake Geneva Public Library Strategic Planning Committee Meeting
Planning Session 1

Thursday, July 18, 2018, 9:00 am

Highlands Meeting Room, Geneva Crossing, 721 S Curtis Street, Lake Geneva WI 53147

Chair Scott Gelzer called the meeting to order at 9:04 a.m.

DEMOGRAPHIC INFORMATION REVIEW

Sarah Keister Armstrong presented data detailing current demographics and demographic change of Lake Geneva. Session participants identified the need to increase outreach to members of underrepresented populations, as well as a desire to more effectively coordinate outreach with other community organizations.

REVIEW OF ALA BILL OF RIGHTS, CODE OF ETHICS, AND FREEDOM TO READ STATEMENT

Session participants discussed the content of each of the presented documents and the implications of continuing to endorse them. Participants expressed concern regarding the possibility of providing hate speech and groups that promote hate speech with a platform and, consequently, the ongoing need to be transparent while promoting non-library sponsored programs. Director Emily Kornak provided background information regarding collection development policy and confidentiality policy, as they pertained to the values upheld in both the Library Bill of Rights and the ALA Code of Ethics.

PRESENTATION OF MARKET ASSESSMENT MARKET DATA AND QUESTIONS AND ANSWERS REGARDING DATA

Art Barnard presented the findings from the market assessment, including results from observational data, surveys of patrons and non-patrons, and interviews with community leaders. Key recommendations included expanding community-wide awareness of LGPL by employing traditional methods of marketing, focusing on reinvigorating non-active library cardholders, and increasing LGPL's participation in local events. The Strategic Market Assessment report provides these findings in greater detail.

FACILITATION OF DISCUSSION OF LGPL VALUES

Session participants discussed their reactions to the "How public libraries help build healthy communities" article published by the Brookings Institution. Participants raised the following questions in response to the article:

- "Is this the role of the library?"
- "Who else is providing these services?"
- "What services are not being provided?"
- "Is the library's role that of a provider or a connector?"

Attendees also participated in an exercise to determine what aspects of library service matter most to various library stakeholders. Committee members provided responses to the following four questions:



LAKE GENEVA PUBLIC LIBRARY

1. What matters most to patrons and the Lake Geneva community?
2. What matters most to the board (trustees, Friends, Foundation)?
3. What matters most to library staff?
4. What do you want the library to be known for?

After some discussion, the group developed the following list to be formulated into the library's core values:

- Friendliness/feeling
- Community
- Service: outward-reaching
- Freedom
- Responsive to community demand
- Access/being accessible
- Support
- Lifelong learning
- Leading change

FACILITATION OF DISCUSSION OF LGPL MISSION

Following discussion of the library's core values, attendees considered potential changes to the library's current mission statement, noting that they would like a more concise statement that clearly communicates the library's desire to inspire the community and be reactive to change.

OVERVIEW OF NEXT STEPS

Sarah Keister Armstrong and Emily Kornak provided an outline of next steps in the planning process, including an overview of the second planning session (July 24, 2018), and subsequent meetings with library staff.

Meeting was adjourned at 12:00 p.m.