



LAKE GENEVA PUBLIC LIBRARY

MINUTES

Lake Geneva Public Library Ad-Hoc Strategic Planning Committee Meeting
Wednesday, November 29, 2017, 9:30 a.m. to 11:00 a.m.
Smith Meeting Room, Lake Geneva Public Library

Call to order

Gelzer called the meeting to order at 9:30 a.m.

Roll Call

Members present: Brookes, Gelzer, Halverson, Kersten, Lafrenz, Lyon, Oppenlander

Also Present: Library Director Kornak, Art Barnard WISC, Larry Kundert

Introductions:

Committee members introduced themselves to Mr. Barnard.

Review of proposed Scope of Work:

Barnard summarized the Market Research Proposal from UW-Whitewater's Wisconsin Innovation Service Center. The Research Objective is to allow LGPL to optimize service improvement and grow patronage. A three step plan was proposed to gather quantitative and qualitative data with a final report due by mid-April. Fixed and variable costs were discussed. Barnard answered questions from committee members and left the meeting so the committee could deliberate further.

Minutes:

Lyon/Halverson motion to approve the minutes of the October 25, 2017 meeting. Motion carried unanimously.

Discussion:

Gelzer summarized the activities of the work group sub-committee, highlighting that the study will emphasize qualitative data; staff input would be anonymous; Barnard will personally lead the project with other UW-W staff members and student participation; and the total investment cost is a not-to-exceed, fixed quote. Funds have been approved from the 2017 budget contingency line item and the 2018 proposed budget has additional underwriting for strategic planning.

Discussion followed. On the matter of other bidders, there is not a likely candidate among other comparable area University research centers. Kersten and Gelzer observed that based on past experience with market research and a contact with a private firm, the cost for a comparable project would range from \$30,000-50,000. If the committee is inclined to proceed with the proposal, Gelzer will call WISC references as a final check. A significant reduction from the original price has resulted in the project being both affordable, and in the opinion of several members, an impressive value.



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Oppenlander moved and Halverson seconded a motion to recommend to the Board of Trustees that Lake Geneva Public Library contract with UW-Whitewater's Wisconsin Innovation Service Center for market research (per its revised proposal) at a fixed cost of \$9,250.00. Motion carried unanimously. Pending reference checks, Gelzer will recommend this action at the December meeting of the Trustees.

Friends of the Library:

Gelzer attended the October and November Friends meetings. The Friends approved \$2,000 to support the Strategic Plan development. Gelzer invited the Friends to appoint a representative to the Strategic Plan committee. Lynelle Gramm expressed interest if meeting times can be adjusted. Discussion. Kornak will poll the committee for a December meeting date. Proposed dates for 2018 are:

Wednesday, January 31 at 6:15 p.m.

Wednesday, February 28 at 6:15 p.m.

Wednesday, March 28 at 6:15 p.m.

Wednesday, April 25 at 6:15 p.m.

Wednesday, May 30 at 6:15 p.m.

Review of Statistics:

Kornak presented a draft of a Month in Review report format for consideration and future discussion. Committee members were encouraged to comment; this sort of change will be important to monitoring key indicators of success.

Adjournment:

Halverson/Lyon motion to adjourn. Motion carried unanimously. The meeting was adjourned at 11:05 a.m.

Respectfully submitted,
Chris Brookes , Secretary