



# LAKE GENEVA PUBLIC LIBRARY

## MINUTES

Lake Geneva Public Library Ad-Hoc Strategic Planning Committee Meeting  
Wednesday, August 23, 2017- 11:45 a.m.  
Smith Meeting Room, Lake Geneva Public Library

### Call to order

Gelzer called the meeting to order at 11:45 a.m.

**Roll Call - Members present:** Brookes, Gelzer, Halverson, Kersten, Lyon, Oppenlander

**Excused:** Lafrenz; **Also Present:** Library Director Kornak

### Minutes

Oppenlander/Kersten motion to approve the minutes of the August 7, 2017 meeting. Motion carried unanimously.

### Discussion

Prior to viewing the WI Trustee Training Presentation on Strategic Planning, the committee considered contacting various entities that might have strategic plans in place:

- Lake Geneva Schools (Gelzer), City of Lake Geneva (Halverson), award winning libraries (Kornak), Geneva Lake Museum (Brookes), Visit Lake Geneva (Kersten), Black Point, YMCA.
- Also discussed ways to communicate about the process and solicit ideas, options may include the Lake Geneva Regional News, and the Library's website

**WI Trustee Training Presentation on Strategic Planning – archived on site and available to the public and Trustees at the following link:** <http://www.wistrusteetraining.com/recordings.html>

**Follow-up Discussion –** All agreed training session was useful and helped frame our work ahead. Some insights were shared about what we learned.

- Use of surveys, how might we take this approach?
  - What do we want to learn; is a survey the best tool? How to distribute?
- Revise mission statement to reflect new context for role of the library
- Media connections will be a part of moving forward
- Focus groups – consider using a facilitator; survey results may need professional tabulation
- Time frame – 4 to 6 months to complete for launch



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- Funding – grants, Friends, Foundation, community resources, including in-kind Kersten to check with UW-Whitewater for possible intern or other support
- Publication of final document in an accessible format

Surprising information from the presentation is that in many communities the millennial age group is a high if not the highest group of library patrons. This will be assessed further, may apply more to urban or suburban communities?

One presenter summed up the organizational and community impact of a strategic plan by saying its "...a way to move from reacting to change to leading change...."

## Adjournment

Oppenlander/Lyon moved to adjourn. Motion carried unanimously. The meeting was adjourned at 1:25 p.m.

Respectfully submitted,

Chris Brookes  
Secretary

**Next meeting: Wednesday, September 6, 9:30 a.m., Library Director's Office**