

Franklin Public Library Strategic Planning Committee
Brainstorming Session Notes
June 8, 2010

Present: Jim Shiflet, Dave Adam, Susan Utley Weis, Barbara Roark, Shirley Koehler.

Excused: Penny Woodcock

Resigned: Judy Roberts

Visitors: None

Move to accept the minutes of the April 28, 2010 meeting Shirley Koehler, Jim Shiflet seconded. Minutes accepted.

Jim brought in his Kindle and information about the Nook.

- Kindle is not available for library use at the present time
- Nook, E-reader & other electronic forms are available through the consortium of libraries.
- Choosing the technology that will prevail in the future is difficult at the present time.
- There are many questions as to policy, technical support, cost, etc.

Barbara provided a handout on Library Programs. Three librarians summarized successful and unsuccessful programs. Discussion followed:

- As to whether people are coming in for programs only.
- Designing funding around a popular program.
- Follow up as to result of a program; e.g., showing a garden with many butterflies as a result of the butterfly gardening program.
- Cross promotions.
- Evaluation form used at some programs.
- Scheduling software for programs.
- Develop email list to promote programs—send email regularly to people who have expressed an interest.

We reviewed the Summary Notes from Brainstorming Sessions

- Would need a dedicated server to measure use of WIFI—money could be better used elsewhere.

We moved on to the next area of interest—Financial Support

- Reviewed Financial Projection Pro-Forma. Many questions as to the assumptions used for various inputs.
 - Reciprocal borrowing is projected to decline dramatically.
 - Fee income is projected to go down—why?
 - Property tax projected to remain flat—agreement from all.
 - Should capital outlays come from library budget or should city be caring for buildings?
 - Discussed factors that would cause Fund Balance to decrease so dramatically.
 - MCFLS provides free computer support worth \$100,000 a year—we pay about \$18,000
 - Dave will redo the Pro-Forma using different assumptions—more positive

- We reviewed the 2010 Budget—January – March
 - Expenditures for most part are on track for the year.
 - A few expenditures, such as maintenance and software licensing, are over.

Financial Support

- Sugar daddies/mommies.
- Planned giving—estates, annuities (life), trusts.
- PR to lawyers—why their clients should put us in their will.
- “Live” Giving Tree—acknowledge those who have given in their estates/will.
- Grants are becoming fewer and farther between.
- Is there a concern multiple groups of Franklin Library supporters approaching the same donors? Yes.
- Should we ask people who go to one program if they want to be made aware of similar programs?
- We must be careful how we track people.
- Look into software for donations and fundraising to coordinate effort.
- Pitch: approach people to contribute for good of community vs. naming rights—Legacy Book
- Chamber of Commerce plus compile a list of people and organizations to approach.
- How to get people to act to help on development?
- We are the focal point—community center—for many people in Franklin.
- For profit elements: food/drink sales, gift shop. Liabilities: kitchen only a warming kitchen.

Community Service Carryover—High School Jazz Concerts at library

Library Traditional Funding

- Book Sales, Honorariums, dinners, golf tournaments.
- We don’t have a secretary, who traditionally would coordinate those types of events.

Next meeting will be July 15, 2010 at 6:30 p.m. Focus will be on Marketing. Provided will be:

- Dave will have an update Performa.
- Dave will ask Judy for Marketing ideas.
- Barb will provide Program Evaluation Form presently being used.
- Barb to send program signup demo link. MPL is presently using.
- Dave will look into fundraising software.

Motion to adjourn: Susan Utley Weis. Jim Shiflet seconded. Meeting adjourned at 8:30.