

**Minutes of the Franklin Public Library Strategic Planning Committee  
March 25, 2010**

The meeting of the Franklin Public Library Strategic was held March 25, 2010 in the Sievert Room of the Franklin Public Library, 9151 West Loomis Road, Franklin, WI 53132. The meeting was called to order at 6:35 pm by Chairperson Dave Adam.

**Present:** Dave Adam, Shirley Koehler, Judy Roberts, Susan Utley Weis, Barbara Roark.  
**Excused:** Jim Shiflet and Penny Woodcock.

Public Participation and Visitors: None

**Approval of Minutes:** S. Utley Weis moved to approve the minutes March 4, 2010. J. Roberts seconded. The motion carried.

Notes/discussion items from the Franklin Public Library Strategic Planning Committee meeting, 3/25/10

Members reviewed circulation statistics (2004 & 2009) for the various materials categories. Discussed:

- How much usage comes from video/audio vs books?
- Do we have enough space for non-books?
- What is the ratio of floor space to circulation among various categories of materials?
- Should we change the location of non-book materials? (In the past we lowered ceiling and added lighting to the DVD area to make it brighter.)
- Could we alter DVD/video placement so titles show in a more user-friendly way, a la Blockbuster?
- Could we have an area to listen to/watch CDs/videos within the library?
- Could we enhance the CD area? Currently not user-friendly.
- Do we even need physical CDs? Could we have terminals on-site to review audio books or CDs, with a website link to download the materials? Side note: Franklin will be getting some Stimulus funds to purchase more WI-FI bandwidth in the library.

Members reviewed the library staff space planning wish list. Items raised independently by multiple staff members included a) more meeting space b) more quiet areas c) more areas to converse d) more space in the Young Adult and Children's areas. Other wishes included:

- More storage space in the Children's area.
- 24/7 outdoor drive-through pick up area by the book drop.
- Making the library more like a Community Center. Would need to add on, not just reconfigure space.
- Meeting rooms, quiet rooms, study rooms, coffee shop. Could we hire a space planner to tell us how best to configure current space or build on to use space most efficiently? Per BR, last space plan cost 50-100K. Could Scott Thinnis do something inexpensively? How about area college Architectural students?

- Could we make adjustments to the foyer area so it is more amenable to conversation? Currently ceiling is high/sound carries. How about a glass partition or wall so patrons can still see into library but sound would be contained? Any enhancements or adjustments would need to keep the architectural integrity of the building intact.
- Keep the Young Adult Area open, allowing for maximum configuration options. If the area is walled in it makes teens feel unwelcome, may discourage them from entering, and may get too loud.
- We should add more shelves for the Children's Large Print, and Young Adult areas. They have each been heavily weeded and are still cramped.

Members reviewed Library Operations, defined as the core activities of the library, including processes in place to deliver our products and services in an efficient, timely, and cost-effective manner. What are we doing well? What could we do better?

- RFID system.
- We have an excellent computerized system – requests on-line, email reminders, self check-out, holds, etc.
- It would be nice to have a self check-out kiosk in the Children's area.
- Teens and Young Adults don't use email as a key communication vehicle. Could we offer text messaging reminders as an alternative to email reminders, just as we still offer telephone reminders for older patrons?
- Is the Reference area being used effectively? Reference materials may not be as heavily used as in past, since patrons get info online. However, the knowledge and services of the Reference librarian are heavily used, and need is growing.
- Could we add automatic check in (conveyer belt) to the RFID system? We already pre-sort by Adults/Children/Media. The cost for automatic check in is quite expensive and may not cover the savings in staff time.
- It would be beneficial to have an extra Children's librarian or aide to staff the Children's Reference desk while the current librarian is busy with programs, etc.
- Can we computerize program sign up/info? Currently a great deal of staff time is taken up with phone calls to register, answer program questions, etc. Just as we currently offer on-line registration for meeting rooms, perhaps we could offer the same for programs. Barbara will look into cost for software to do this and amount of staff hours spent on program registration.
- Could we offer more programs? There is enough space and time available to do so, and there is demand.
- Do we need to "sell" our programs better?
- Could we add a coffee shop, a la Borders? Would need to find space; maybe bump out an area? Or, move the book nook or copier? Add more tables/chairs to foyer? Put it in the back of library so users must travel through library to get to it?
- With all we consider, security for staff and patrons must be kept in mind. Guidelines call for a minimum of 3 staff members in library at all times.

Members discussed Maintenance.

- Any items outside the library (gardening/mulch/pruning/weed removal, etc) is handled by city maintenance and they do what they can, when they are able.
- Furniture repair – there are many pieces in need of repair or replacement.
- Lighting – our energy audit indicated that the lights we use are energy efficient and change would not be a source of cost savings.
- Heating – the fireplace has virtually no impact on our gas bill.
- What are the long term capital maintenance needs?
- Are there unfounded obligations in maintenance? (See Scott Thinnes memo)
- Parking lot – may need to seal or change to a rain meshing surface.

Members discussed the School to Library Connection.

- Franklin Public Schools has proposed eliminating a number of librarian positions. As a result, the current monthly Public/School librarian meetings will no longer take place. How can we maintain a bridge with the schools now that they have lost staff? Could we go through PTA/PTOs instead?

Next meeting let's refresh our thoughts on Operations, then move on to Community Service.

**Adjournment:** The meeting adjourned at 8:35pm. The next meeting date is May 6, 2010 at 6:30 pm.

**NOTE: NEW MEETING DATE IS APRIL 28th, 6:30pm.**