



AGENDA FOR BOARD OF TRUSTEES
MEETING
MONDAY, MARCH 14, 2016 AT 7:30PM

- ❖ Approval of Minutes – February 8, 2016
- ❖ Approval of 2016 Warrant 2
- ❖ Review of YTD Revenue and Expense
- ❖ Review of Performance Metrics
- ❖ Key Votes:
 - NCPL NYS Annual Report
Submission

Brainstorming – Marketing

North Castle Public Library

Library Board of Trustee Minutes – March 14, 2016

Sean Ryan called meeting to order at 7:35PM

In attendance:

Trustees: Lisa Meyer Chorne, Jeanne Lapsker, Jennifer Paulson Lee, Stephanie Paul and Sean Ryan.

Friends: Marilyn Heimerdinger

Library: Megan Dean, Edie Martimucci

Approval of Minutes: A motion to approve the February 8, 2016 minutes was made by Lisa and seconded by Jennifer. All were in favor.

OVERVIEW:

Progress continues for NCPL in many areas including:

- Curated collections are off to a good start, improving in numbers over last year.
- Performance metrics through February show strong results in both total programming attendance which increased YTY 68.26% and total circulation which grew YTY 8.96%).
- Our planned renovation projects in North White Plains are on course to continue implementation in 2016. Next up – addition of a deck to expand usable programming space.

Key Votes:

NY State Report – A motion to approve was made by Jeanne, second by Lisa and all were in favor. Thank you to Megan Dean for her work in preparing this report and congratulations to the entire library team on the great results reported in our submission!

Kent Place: A motion to approve using the town's formal bid process for our Kent Place Entry Project was made by Jeanne and seconded by Stephanie. All were in favor. The Town Board will also need to approve.

Approval of 2016 Warrant 2 - Total expenses included in Warrant 2 are \$33,638.77 of which the Friends are paying \$6,115.01. Thank you Friends for your continuing support!!! Motion to approve Warrant 2 was made by Stephanie and seconded by Jennifer. All were in favor.

Approval of 2015 Warrant 12 Amendment 2 - We also have a second amendment to our 2015 Warrant No. 12 with expenses totaling \$738.71. Lisa made motion to approve and Jennifer seconded. All were in favor.

Marketing Brainstorming Session:

A skeleton plan was created by Megan and Edie (see attachment). A brainstorming session ensued. Ideas raised are as follows:

- Use of signage (on library property and in adjacent town areas) should be increased dramatically – electronic and sandwich board options should be considered.
- Everything should be advertised in both Armonk and North White Plains.
- We should always connect our logo to all activities in both branches.
- Implement a flag system (like at the beach) of communication on signage - flags to signal to the community something is going on at the library.
- Use the telephone poles between Kensico Dam and the NWP branch at Clove Road for vertical NCPL banners.
- Aggressively rollout new mobile app to increase communication with community - potentially community service hours for teen testers/advisors. Consider focus groups for the app.
- Aggressively rollout new Field Goods service at both branches of NCPL. People order online and pickup at NCPL (both branches will be options).
- Create an advisory group to meet 1-2 times per year to assess our library plans and to solicit community ideas – 25-50 people – library users and non-users.
- Use the Easter egg hunts to make announcements to participants.
- “Beanstack” is launching next month – will be able to share lists made by the user.
- Consider use of launch parties to introduce or re-introduce key services.
- Consider doing Open Houses a couple times a year, balloons, food, tables promoting library services, program samples, etc.

Friends Announcements:

- The Friends will be presenting Ruth Reichl to kick-off their Author Speaker Series on May 4th.
- The Friends will be doing a joint project with the North Castle Historical Society – “A history of the North Castle Public Library” – which will be on exhibit next spring.

Executive session: Trustees adjourned to executive session.

Returning from executive session, Jeanne made a motion and Jennifer seconded for Edie Martimucci to receive an annual salary increase of \$5,000 effective 4/1/16 and for Megan Dean to receive an annual salary increase of \$5,000 effective 4/1/16. All were in favor.

Lisa made a motion and Stephanie seconded to appoint Edie Martimucci to the permanent position of Library Director II and to appoint Megan Dean to the permanent position of Assistant Library Director II.

The meeting was adjourned at 9:02 pm. Our next meeting will take place TBD April 2016.

Respectfully submitted by,

Jennifer Paulson Lee

NCPL Marketing Plan
(March 14, 2016)

Background

NCPL Vision:

Establish our library as our community's preeminent educational and cultural hub.

NCPL Goals:

- * Grow Annual Circulation - to 132K in 2016 and 180K in 2020.
- * Grow Annual Programming Attendance - to 30K in 2016 and 50K in 2020.

Strength and Weakness Analysis:

Strengths:

- * Improved Financials - able to support operations and transformation.
- * Strong WLS and member library support system (interlibrary sharing).
- * NYS Library Construction Grants - infrastructure improvement support.
- * Modernized website and digital solutions.
- * Recent growth of circulation (6.2% in 2015) and program attendance (31.1% in 2015).
- * Excellent support from town and Friends of NCPL, Inc.

Weaknesses:

- * Lack of investment in collection (2015 first year of improvement - materials spend increased 33.1%).
- * Limited dedicated programming spaces (disruption to other activities).
- * Limited availability of space in North White Plains facility.
- * Staff not currently structured for future library needs.
- * More competitive customer service approaches required.
- * Limited parking in both Armonk and North White Plains (restricts programming attendance).

Opportunities:

- * Expansion of our virtual library.

- * Introduction and expansion of curated collections.
- * Increased programming/introduction of new programming (i.e. STEAM).
- * Leverage of partnerships (Chamber of Commerce, Calder, Music Cons.).
- * Addition of modern marketing techniques.

Threats:

- * Internet based solutions (i.e. Amazon, Google).
- * Other local libraries.
- * Lack of change/resistance to change.
- * Patron time availability (need to increase library value proposition).

**NCPL Marketing Plan
(March 14, 2016)**

Marketing Plan

Actions

Investigate/evaluate best of breed library marketing plans

- * WLS-wide
- * Country-wide

Assess community's library needs and wants library (users and non-users)

Current capabilities:

- * Modern website.
- * Constant Contact base.
- * Limited survey experience.

Needs:

- * Mechanism to identify and gather input from non-users.
- * Evolution to a more interactive website.
- * Develop a reliable survey mechanism.
- * Create an advisory group (users and non-users) to gather input on planned changes and advocacy.

Develop a multi-channel communication program of library services and how they address community requirements.

Current capabilities:

- * Modern website.
- * Email blast capability and process.
- * Initial social networking capability (Facebook, Twitter, etc.).

Needs:

- * Broad based library services messaging (Westchester-wide and WLS led).
- * Development of a NCPL value proposition.
- * Library patron testimonials that describe benefits/value they have received from the library.
- * Creation of a full (all library services) virtual library with required digital tools.
- * Expanded and better targeted Constant Contact plan.
- * NCPL Advisory group (input on planned changes, advocacy for the library).
- * Introduction of a series of "big bang" events (high demand events).

Implementation Options (from Trustee Brainstorming Session):

- * Use of signage (on library property and in adjacent town areas) should be increased dramatically - electronic and sandwich boards should be considered.
- * All advertizing should be done in both Armonk and North White Plains.
- * We should connect our logo to all activities in both branches.
- * implement a flag system (like at the beach) to signal to the community something is going on at the library.
- * Use telephone poles between Kensico Dam and NWP branch for NCPL banners.
- * Aggressively rollout new mobile app to increase communication with community.
- * Aggressively rollout new Field Goods service at both branches.
- * Create an advisory group to meet 1-2 times per year to assess library plans and to solicit community ideas - 25-50 people - library users and non-users.
- * Use Easter egg hunts to make library announcements to participants.
- * Leverage "Beanstack" launch to promote Youth Services.
- * Consider use of launch parties to introduce or re-introduce key services.
- * Install lamp posts on path from Kensico Dam to Clove Road and use banners to advertize library and other town services.
- * Consider Open Houses a couple times a year, balloons, food, tables promoting library services, program samples, etc.