

North Castle Public Library

Library Board of Trustee Minutes – December 14, 2015

Sean Ryan called meeting to order at 7:30PM

In attendance:

Trustees: David Charney, Jeanne Lapsker, Jerry March, Sean Ryan and Scott Stopnik.

Library: Megan Dean, Edie Martimucci

Approval of Minutes: A motion to approve the November 9, 2015 minutes was made by Jerry and seconded by David. All were in favor.

Approval of Warrant: An amended version Warrant No. 11 was distributed. The total amount of Warrant 11 is \$45,592.32 of which the Friends are paying \$6,393.67 - Thank you, Friends!!! Scott made motion to approve Warrant 11 and Jerry seconded. All were in favor.

Approval of Job Appointment: Jeanne made the motion and David seconded to approve probationary appointment of Megan Dean as Assistant Library Director II (from provisional position) effective December 14, 2015. All were in favor.

Brainstorming Discussion – How to Update and Enhance the NCPL Long Term Strategy:

- Set more aggressive goals to drive out of the box action – i.e. “Be one of the top three WLS libraries in circulation and/or programming attendance.”
- Increase initiatives to understand our customer’s needs and wants. Use multiple channels to learn from our community.
- Expand experimental efforts to learn new ways of supporting the community – i.e. trial of the month.
- Major enhancement of our library’s marketing to showcase our significant recent progress and success and our future plans. Implement multiple channels of communications to complement existing communications vehicles.
- Dramatically increase focus on strategic initiative to enlist an army of library advocates within our community. Ensure advocates address all demographic groups.
- Accelerate our initiatives to expand and improve our North White Plains branch. Partner with town government and Parks and Recreation.
- Increase focus on customer service through emphasis on staff development and new approaches to customer service.
- Grow support of employee development. Distinguish staff members with areas of expertise – i.e. literacy, literature, creative arts, technology, business, etc.
- Restructure how we present our virtual library on our website and in our communications with our patrons. Consider a second page dedicated to the virtual library.
- Explore structuring the virtual library as a “second library” open all day, every day. Emphasize unique capabilities and benefits of this library.
- Drive expansion of access – through virtual library and increased hours.
- Introduce and market curated collections – at least two new ones each year. Examples could include DVD’s ala Mt Pleasant’s Jacob Burns’ collection, an

academic collection, art linked to the Armonk Outdoor Art Show and creation of a gallery.

- Aggressive weeding to allow space for new collections.
- Restructure our use of space to increase usable public space to allow for more dedicated programming space, better display of our collections and more effective public work spaces.
- Expand partnerships – schools, businesses. Leverage these partnership initiatives to introduce new circulation opportunities and expansion of our virtual library. Through these partnerships improve support of those organizations – i.e. our local business community.

Executive Session: Trustees adjourned to executive session to discuss personnel topics.

Next Month's Brainstorming Discussion – Approval of Long Term Strategy and 2015 Annual Report and discussion of how to kick-off next wave of library marketing.

The meeting was adjourned at 9:15pm. Our next meeting will take place on January 11, 2016.

Respectfully submitted by,

Sean C. Ryan