

CHATTANOOGA PUBLIC LIBRARY
1001 BROAD STREET
CHATTANOOGA, TENNESSEE

MINUTES
BOARD MEETING-AUGUST 26, 2015
11:30 A.M.

The Board of Directors of the Chattanooga Public Library met on August 26, 2015 at 11:30 a.m. for a special meeting with Board Chair, Karen McMahan, presiding.

The purpose of this special Board meeting was to discuss plans for the future of the Library.

The following members were present:

- Lilian Bruce
- Herb Cohn
- Micah Guster
- Theresa Liedtka
- Karen McMahan
- Tiffanie Robinson

Also present: Corinne Hill, Executive Director; Richard Beeland, Chief Administrative Officer; William Sundquist, Chair, Friends of the Chattanooga Public Library; Wayne Gay, Friends of the Chattanooga Public Library, Natalie Phillips, Fiscal Analyst; Karen Brown, Administrative Manager; Nel Reid, Library Assistant.

Ms. Karen McMahan, Board Chair, called the meeting to order.

Ms. Karen McMahan stated, "I really just want today to be an orderly free-wheeling discussion and I hope that we come out of this with consensus on how to move forward with, for lack of a better term, a strategic plan and what that ultimate goal of that plan should be. When Corinne came on board three (3) years ago, the summer after she arrived, we did a big strategic plan. It was very, just blue sky in nature, contemplating the universe of libraries and what we wanted ours to be and regarding a lot of other stakeholders. We had meetings all summer long. We did research. It was very big and somewhat expensive and time-consuming. We came out of it with a strategic plan and I think we've pretty much clicked off or at least touched everything that came out of that, the most important of which was around our governance and funding. I think we have critical groundwork laid that's functioning well and I think we're in great shape. What I

hope we can discuss today is what we need to do next. It's been said at the annual meeting, and Corinne has encouraged us, that it's time to do another strategic plan; but that's a very broad term and exactly what does that mean? What do we want to do? What do we want the outcome of that to be? What do we want that to tell us? That's what I want us to do today. We've been touching on it at board meetings, but we never have time to really get into an in-depth conversation.

The handouts that we have are some of the things that we talked about at the annual meeting. We did some brainstorming at the annual meeting with no conclusion. If you all want to take a few minutes to read through all of this and then in five (5) minutes or so we'll start a discussion and see if we can get to a conclusion." A copy of the handout is attached and made a part of these Minutes.

After discussion it was agreed that a planning process should be undertaken with the expectation that, at its conclusion, the Board will have very specific directives for the next two-three years.

Categories to be addressed through this process include:

- Priority of service goals
- Improve library access
- Library Relevance and Partnerships
- Resources/Funding

Ms. Karen McMahon requested that Ms. Corinne Hill and her staff report at the September 2015 Board meeting with a recommendation on how to go about the planning process, how long it will take, and the anticipated cost.

There being no further business to discuss, Ms. Karen McMahon adjourned the meeting at 1:10 p.m.



Mr. Daniel Walker
Board Secretary

June 1, 2015
Annual Board Meeting
Ideas

Creating an enduring structure:

- Create ways to have a new facility taking advantage of the Innovation District
- Interesting co-locations; library on the ground floor of a building with apartments above
- Library could technically move into a different district on public transportation line (physical plant should match the excitement inside)
- Connect with the delivery system at the Teacher Place on the Southside as a partnership with HCDE
- Branches inside elementary and middle schools
- Recreation Center / Library
- Teaching Branch
- Shifting from technology into something else maintaining the same energy
- More Robust Programming - Programming for families / Simultaneous training for parents and children
- Popup / On-Demand programming (something going on all the time)
- Louisville, KY program 50 in 5 (50 things for 5 hours) – library provides the space and coordinates, community offers training in 50 locations inside and outside the building – observe which programs are most popular and build out from those

Library Plan

- Get a picture of where we are / stats and data collected
- Look for a vision
- Comprehensive surveys (What does the community want, where do they want it and what can we deliver?)
- Gail Lord Survey review
- Survey school librarians (Where are the gaps?)
- Environmental scan of what's happening in other public libraries of like size and like mind to get some range of what's happening in library land that we are not already leading or doing
- Get outside the library world and find other audiences (leg work) / communities and demographics, popup surveys, 311, remote users, people who do not use the library, other options
- Community engagement without a lecture / build data sets and talking points
- Create a slide show with pretty pictures of possibilities and brand it (How do you imagine something you've never seen before?)
- What age group is missing?
- Non-profit "Target" / can't satisfy everyone

Staff does preliminary ideas, sketch out a format for how to begin and let the Board discuss.

Library plan should take 6 months max depending on the level of engagement. Public engagement should be 3 months or less with intense research.

Public engagement should start in September. We need to have a sense of what the possibilities are. Let the public know what the choices are so they can help us prioritize.

Make the library plan as clear as you can. The more clear your story, vision, mission, plan, the more support you can garner.

Remain flexible for 5, 10, 15 years out. Align with current mayor's priorities (whoever it may be) and funding opportunities potentially increase.

Library needs a strong political or community champion for a project of this scale (fundraising).