

**DULUTH PUBLIC LIBRARY BOARD**  
**Minutes of Regular Meeting**  
**June 21, 2016**

**Call to Order:** President Bogue called the meeting of the Duluth Library Board to order at 4:38 pm on Tuesday, June 21, 2016. On a motion by Rosendahl, seconded by Scheiber, the agenda was approved.

**Members Present:** Megan Oswald, Sandy Scheiber, Neil Glazman, David Sperl, Sister Edith Bogue, Virginia Katz, Matt Rosendahl

**Also Present:** Carla Powers, Joel Sipress, Lizzy Louma (non-voting),

**Absent:** Betty Ramsland

**Minutes:** Bogue noted that the phrase “joining the ALS consortium” could be confusing. Glazman mentioned that it would be helpful to have the acronym spelled out. Powers suggested changing the wording to “joining the Arrowhead Library System’s shared computer consortium.” On a motion by Katz, seconded by Sperl, the library board minutes of the regular meeting of May 24, 2016, were approved with this amendment.

**Reports:**

Duluth Library Foundation

- Written report was reviewed.

Manager’s Report

- Written report was reviewed.
- The books that the Friends don’t want to include in the sale are offered for a free will donation, which raises approximately \$100/month.
- A grand opening celebration at Mt. Royal has been scheduled for July 27 at 10:30 a.m.

**New Business:**

Introduce Strategic Plan

- Rosendahl recapped the process of creating the strategic plan. The library retained the services of Library Strategies to guide the process. The library management reached out to stakeholders in the community and created a committee to provide guidance to the Library Strategies consultants. Library Strategies launched a community survey, which generated over 1,000 responses in approximately four weeks. Library Strategies also held a retreat with community leaders to gather insight to Duluth’s library. It was an active, participatory group, and participants shared their personal and professional views of the library. Library Strategies used all of this input to draft a 5-year strategic plan.
- Powers went through the major points of the strategic plan. The mission statement was reworked from the last strategic plan but maintains the same themes. The vision statement is new, but the values are the same

- as in the last plan. “Access and Inclusion” weren’t a formal part of the values before, but have always been a core part of library service. Goal 1 is “Prioritize early literacy services and resources to increase the school readiness of Duluth’s children.” A similar goal was in the previous strategic plan but this one takes a larger and more prominent role. Goal 2 is “Strengthen the library’s capacity to fulfill its mission.” This goal refers to securing resources to meet the other goals and better serve the community. Goal 2 focuses on services, not facilities, but does note that issues with the facility need to be addressed. Goal 3 is “Shift the library’s service model to increase opportunities for staff to teach and inspire users.” This goal recognizes that the role of library staff is becoming less focused on materials and more focused on helping the customer. Goal 4 is “Enhance current library services to better serve community needs.” This goal focuses on key groups the library wants to connect with, specifically teens/youth, seniors, diverse communities, and under-resourced households. This goal also addresses rebalancing the library’s physical and electronic collections to best meet community needs. Goal 5 is “Raise public awareness of the library to increase use of the range of services.” This goal speaks to the need to do better at telling the library’s story and making sure the community knows what the library has to offer.
- After the board approves the plan, it will be presented to the City Council later this fall. Sipress commented that it may be helpful to present the document at a Committee of the Whole meeting before it is voted on. Having library supporters at the agenda session and the council meeting would be helpful.

#### Public Comment

- Melissa Brooks-Ojibway spoke on behalf of the Friends and Foundation, and mentioned the balancing act of trying to raise money for a specific project without dictating what the library should do.
- Carol Kelley, a former Board and Foundation member and current Friends member said that it might be possible to use members’ skills in a different way to support the library.
- Sue Schumacher, a staff member, said that it’s helpful to have non-designated funds available because it gives staff more flexibility to decide what the needs are. Staff can report back to the fundraising organizations to keep everyone in the loop and generate energy for future projects.

#### Discuss and Take Action on Strategic Plan

- Katz asked about inter-departmental coordination, specifically if this was not happening now. Powers said it does happen, but there is always room for improvement. Katz also commented on how she appreciated the brevity of the document.
- Sperl noted that as a recent member of the Duluth community, he has seen groups getting more powerful – like COGGS. Partnering with this type of group to get more publicity as this plan is implemented may be helpful since both focus on quality of life.

- Spiress noted that Goal 1 is helpful for fundraising as it is a concrete thing to rally behind.
- All goals are equally important, but Goal 1 is so overarching that it appears the biggest. Steps will be taken make progress on all goals simultaneously.
- Motion by Rosendahl, seconded by Glazman, to accept the strategic plan as presented. Motion passed unanimously.

**Adjournment:** Meeting adjourned at 5:50 pm.