

**QUINCY PUBLIC LIBRARY
BOARD OF TRUSTEES
BOARD RETREAT
May 13, 2022**

President Kathy Ridder called the Spring Board Retreat to order at 10:02 a.m. at the Gardner Museum, 332 Maine, on Friday, May 13, 2022. Trustees present: Angela Kettelman, Cheryl Predmore, Dean LaVelle, Megan Duesterhaus-AuBuchon, Jon Hoover, and Harry Ruth. Trustee absent: Clairice Hetzler and Ben Uzelac. Kathleen Helsabeck and Kim Akers were also present.

1. President's Report – Kathy Ridder welcomed everyone to the meeting and stated she would like to build on work started at the fall retreat. She noted that they have accomplished several tasks outlined in the fall including the development of board protocol guidelines and a draft protocol policy. The principle behind these guidelines are so that all board members, staff, and library-related organizations are going in the same direction and providing a consistent message to the public.
2. Public Comments – Geri Grawe, Friends of the Library Bookstore Manager, was welcomed to the meeting. She had no comment.
3. Start With Why – Kathleen Helsabeck stated that she has been listening to the audiobook, “Start With Why” by Simon Sinek and played an excerpt from that book. She stated that the why of the Library is the vision statement and the how is the mission statement. She would like to start work on the next strategic plan for the Library, and possibly create new vision and mission statements. It was agreed that the Library also needs to create core values. It was recommended that the staff be asked to participate in that discussion.
4. Advocacy – Kathleen Helsabeck distributed an outline of an advocacy plan created by Dean LaVelle. Mr. LaVelle began the discussion by asking what is the Library's value to the community. He suggested three areas: education, entertainment, and economic development. The board began the discussion with economic development. They agreed that the City Council does not always see the Library as vital to the community, and agreed that the Library should be involved when business and government leaders bring potential new residents to town. It was suggested that someone from the Library be a part of the Quincy's Calling concierge service and/or Young Professionals.

Entertainment – It was agreed that the Library is a destination for parents and a way to network with other parents while their children are young. It was noted that while parents use the Library when their children are small, not everyone continues to use the Library in their tween, teen, and adult years. The Library provides equal access for all age levels, economic levels, and abilities. The group discussed the use of the word “entertainment” to explain all the resources available. It was suggested possibly replacing that with the concept of the library as a community. It was agreed that the Library needs to increase its marketing of the Library in general to encourage taxpayers use the Library they support with their tax dollars. Ideas included better use of the website, use of all appropriate social media platforms to target specific age groups, radio,

and targeted marketing at facilities such as senior living facilities, schools, etc. It was noted that these marketing plans require constant repetition to ensure the message is getting to the intended audience. Other suggestions included printing the adult event calendar in the newspaper, sending out more press releases, providing the program guides to senior living facilities, and brainstorming with the staff for even more ideas. The group then discussed the “30-second speech;” what it should contain, where to share, and how to tell the story. Ideas included your personal library experience, what the Library means to Quincy, access for all, social networking, and more than books. The group discussed the concept of stakeholders and who they are. Groups identified included other board members, the Friends of the Library, staff, patrons, non-library users, Great River Economic Development, the City Council, major employers, community influencers, Adams County Board, donors, financial planners, and the Community Foundation.

The committee discussed the need for an advocacy strategic plan as a component of the Library’s overall strategic plan. Kathy Ridder stated she will work on creating an ad hoc strategic plan committee. She is interested in having staff input for that committee also.

5. Wrap up – Kathleen Helsabeck asked the board to think about additional goals for the Library, specifically those involving staff engagement, staff morale, and gathering feedback from staff. Harry Ruth stated that there is also a need to discuss the Friends of the Library, its history with the Library, and ways to solve the current issues with that organization.

There being no further discussion, Kathy Ridder thanked everyone for attending and adjourned the board retreat at 1:52 p.m.

Respectfully submitted,

Kim Akers