



**Ad Hoc Strategic Planning Committee Meeting
Meeting Minutes
November 30, 2021
4:00 p.m.
Community Room
(Draft)**

Attendance:

Trustees: Ms. Swanson, Ms. Bartlett, Ms. Caimano, and Mr. Antis.

Excused: Ms. Shapiro.

Staff: Ms. Naftaly, Ms. Forshey, and Ms. Durett-Clapper.

1. Call to Order

B. Caimano

President Caimano called the meeting to order at 4:04 p.m.

2. Long Range Plan 2022-2027 – Draft Document

The Committee discussion included:

- Clarification of Mission and Vision Statements vs. Strategic Priorities
- Increase need for enhanced technology - the Library is currently working with Groff Networks LLC, technology consultants for this purpose.
- How close the election numbers were in the Town of Moreau (off-year election noted).
- How relevant the Library is with younger people and in some communities.
- People are using smartphones and the Internet to obtain information versus using the Library.
- Increase the Library's public relations, especially on social media in its ever-evolving platforms.
- Promotional strategies:
 - Long Range Plan
 - Folklife Center
 - Library Staff
- Can the Library's website be more user-friendly and accessible?
- There are many cardholders outside the Library budget voting area (district) - how can we engage more cardholders within the voting district?

- How can we increase Library usage, not just physical but electronic as well?
- Can we address third-party vendor software issues?
- The COVID-19 Pandemic has altered the planning process
 - The Trustees unanimously voted to utilize the Engaged Planning Process in light of pandemic constraints
- Can the long-range plan be referenced at board meetings and in the board reports?
- Framework – What as Trustees can we do?
- Included in the document is an annual review and evaluation.

The Committee discussed how the plan document addresses the above points and questions. Committee member Ms. Shapiro who could not attend the meeting communicated through email that, “I think the plan is terrific and I will vote for it!”

A **Motion** to propose the Crandall Public Library Long Range Plan to the full Board at the December 8, 2021 Special Board Meeting was made by Ms. Bartlett, seconded by Ms. Swanson. **Motion** carried unanimously.¹

3. **Adjournment**

B. Caimano

A **Motion** to adjourn was made by Mr. Antis, seconded by Ms. Swanson. Motion carried unanimously. The meeting adjourned at 5:04 p.m.

Recorded by Melissa Durett-Clapper
Administrative Assistant

**A Special Board Meeting will be held
December 8, 2021
4:30 p.m.
The Holden Room**

¹ Committee member Ms. Shapiro who could not attend the meeting communicated through email to the Director on November 30, 2021 that, “I think the plan is terrific and I will vote for it!”