

LIBRARY PLANNING COMMITTEE

Wednesday, February 5, 2020
6:30 p.m.

Municipal Services Building
210 Progress Drive

AGENDA

- 1) **Call Meeting to Order**
- 2) **Quorum and roll call**
- 3) **Public Appearances:** Public's opportunity to speak about any subject that is not a specific agenda item.
- 4) **Presentation:** Mark Ibach with South Central Library System (SCLS) and Tracy Herold with Dane County Library Service (DCLS) with information on possible costs of operating and building a library and discussion regarding features in libraries.
- 5) **Old Business:**
 - a. Little Free Libraries: Facebook and Website Posts, Responses, and Parks Map
- 6) **New Business.**
- 7) **Approve minutes:**
 - a. January 13, 2020, Library Planning Committee.
[1-13-20 Library Planning Committee Minutes.docx](#)
- 8) **Friends of Cottage Grove Library Report:**
 - a. Monthly meetings
 - b. Activities
- 9) **Set tentative date for next meeting:** Wednesday, March 4, 2020, at 4:30 p.m. at Madison Community Foundation, 111 N. Fairchild Street, Suite 260, Madison, and then Madison Public Library, 201 W. Mifflin Street, in Madison after the presentation at Madison Community Foundation.
- 10) **Future Agenda items**
- 11) **Adjournment**

Notice:

1. Persons needing special accommodations should call 839-4704 at least 24 hours prior to the meeting.
2. It is possible that members of and possibly a quorum of members of other governmental bodies may be in attendance at the above stated meeting to gather information; no action will be taken by any governmental body at the above-stated meeting other than the governmental body specifically referred to above in this notice.
3. Any item on the agenda is subject to final action.

LIBRARY PLANNING COMMITTEE

Monday, January 13, 2020
6:30 p.m.

Municipal Services Building
210 Progress Drive

AGENDA: - DRAFT MEETING MINUTES by Anne Schoenemann.

1) Call Meeting to Order by Melissa Ratcliff at 6:30 pm

2) Quorum and roll call:

Present: Tiffany Haas, Cindi Kelm-Nelson, Melissa Ratcliff, Anne Schoenemann.

Absent: David Peterson (excused)

3) Public Appearances: Public's opportunity to speak about any subject that is not a specific agenda item. **None**

4) **Presentation:** Michelle Roach with Promote Local regarding communication and outreach.

- a. Michelle Roach is a member of the CG Chamber of Commerce and owns Promote Local, a communication and outreach company for nonprofits. Her team supports messaging and building a movement. Some current clients are connected to organizations that support people with disabilities. Michelle's work connects nicely with desires of Friends and LPC - raise awareness, build community involvement, build social media, grow strong organizations, surveying, educating leaders and influencers, and run large conferences. Michelle sees this initiative as more than building a library but as a way to enrich lives in CG and create the foundation, via the library, to build the economy and wellbeing of our community. Friends approved hiring Promote Local on a project by project basis for a year.
- b. Communication and Outreach Planning - create content through print, digital and video.
- c. Create and disseminate survey (physical and digital) with smart data implementation plus if need be mailers or by phone and face to face canvassing. LPC will determine the level of community support for building a library. Face to Face focus groups are led by specific questions to understand needs and wants of the community.
- d. Create database - collect and maintain contact lists.
- e. Education - facilitate mission, vision, values; communication and outreach workshop (measurable goals, timeline, develop leadership)
- f. Promote Local can also support capital campaign and a 5 year plan.

5) **Old Business:**

- a. Discuss and Consider forming a subcommittee regarding outreach (Tabled at

12/4/19 meeting). Tiffany Haas made the motion to take the topic off the table, second by Anne Schoenemann. Motion passed 4-0. Friends and Promote Local will be heading the outreach process. Cindi Kelm-Nelson made the motion to not create a subcommittee on outreach at this time, second by Tiffany Haas. Motion passed 4-0

b. Discuss Free Little Libraries in Village of Cottage Grove.

[Memo re Free Little Libraries.docx](#) Memo in packet regarding request to collect information and create a map of free little library boxes in the Village of Cottage Grove. Cindi Kelm-Nelson made a motion to ask the Village Board to post memo to Facebook for one month asking our community for addresses of Free Little Libraries in our community using the sample language in the Memo. Tiffany Haas second. Motion Passed 4-0.

6) New Business:

Discuss and consider working with Promote Local. Melissa reached out to UW extension per LPC's previous request and UW is booked until June to start a survey. As Promote Local performs surveys and other types of communication and outreach, Anne Schoenemann made the motion to work with Promote Local on selected projects around communication and outreach. She also noted that the Friends of the CG Community Library, Inc. would be paying for services. Motion second by Tiffany Haas. Motion passed 4-0.

7) Approve minutes:

a. December 4th, 2019, Library Planning Committee. Cindi Kelm-Nelson made a motion to approve the minutes from December 4, 2019, meeting, second by Tiffany Haas. Motion passed 4-0. [12-4-19 Library Planning Committee Minutes-Draft.docx](#)

8) Friends of Cottage Grove Library Report:

a. Monthly meetings - December 12, 2019, and January 9, 2020. At the December 12, 2019, meeting, they discussed they participated in the Holiday parade, updated their membership form, discussed creating a Facebook page, attached banners to sign on land. At the January 9, 2020, meeting, they discussed creating contact and donor database, setting up committees, developing monthly activity list, voted to hire Promote Local on a project by project basis for one year, dialogue about mission, vision and values of Friends: Advocacy, Awareness and Community Involvement. In the local newspaper, there were two recent articles regarding the new Library Planning Committee and Melissa Ratcliff and Dick Behling wrote letters to the editor. There were also articles about the Bookmobile sites and times they are in Cottage Grove as well as information about the Monona Public Library fundraiser - Loud in the Library.

b. Activities:

- i. Annual meeting Feb 13th, 6-8 at Monona State Bank. Light Refreshments.
- ii. Loud in the Library Jan. 25th at Monona Library 7-11 pm Tickets \$25
- iii. Pinney Gala Feb. 29, 2020, Tickets \$175, 6-10pm
- iii. Book Club meets Feb. 12, at 1855 Saloon, 7-8:30pm, Wuthering Heights

9) Next meeting: Wednesday, February 5, 2020, at 6:30 p.m. at Municipal Building, 210 Progress Drive, Cottage Grove.

10) Future Agenda items:

- a) Develop timeline with Friends and Promote Local;
- b) Madison Community Foundation has a great powerpoint on libraries in the 21st century. March 4th go to MCF for a powerpoint presentation then tour Madison Central Library;
- c) Melissa Ratcliff will invite Mark Ibach from SCLS to share current library data to add to letter of intent for DPI;
- d) Tiffany Haas has spoken with school librarians in Cottage Grove who are very excited to get a library here as it would help them in teaching children and they had provided her with several research articles indicating all the benefits of having a library in a community as a library helps with services for families, children, and seniors, and it supports building healthy communities. LPC members indicated they would like to hear from school librarians regarding their experiences and information about our community and would work on setting it up for them to come to the April LPC meeting.
- e) Create list of people to interview that talk about library needs and wishes.
- f) Additional people/companies to reach out to

11) Adjournment: Cindi Kelm-Nelson made a motion to adjourn at 7:40 p.m., Tiffany Haas second. Motion passed 4-0.

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