

Memo Date: 8-11-2021

To: Cottage Grove Village Board of Trustees

From: Library Planning Committee Chair Cindi Kelm-Nelson

RE: Discuss Library Action Items and 2022 Goals

The annual Village Board prioritization process outlines goals for 2022 work. The Library Planning Committee (LPC) recommends the consideration of the following goals and actions related to the ongoing library planning initiatives and 2022 fiscal budget (**A**). We emphasize that these recommendations also align with the current village priority plan for 2022 which ranks the library planning as first. The document that the LPC created that outlines how the library intersects with the list of other priorities as well as the mission and vision for the village is attached to this memo (**B**).

A. Fall 2021-2022 Goals and Projects

1. Pass Library Board (LB) Ordinance
2. Establish formal LB and hold elections for officers
3. Write bylaws, mission, and goals for the LB
4. Form LB sub-committees
 - a. LB Policy Committee
 - b. LB Finance Committee
 - i. Actual and realistic operational costs and line items
 - ii. Assessment of future Dane County Library Tax projections
 - c. LB Facility Committee
 - i. Sustainability and building concepts
 - ii. Library tours of existing local libraries
 - iii. Diagram of functional areas: a generic floor plan
 - iv. Square footage assessments
 - d. LB Public Relations Committees
 - i. Surveying residents for building spaces
 - e. LB Capital Campaign Committee
 - i. Work with financial consulting firms
 - f. Ad Hoc committees as needed: Strategic Planning, Solar and Leed Certification, Diversity and Inclusion (e.g., Assistive Technology Lending Library Status)
5. Select and hire financial feasibility consulting firm*, **for an estimated \$10,000 in the 2022 budget**
 - a. Key deliverables include findings (e.g., reactions to the project, participant interest, preliminary gift intention, and major donor prospects), analysis (e.g., internal and external campaign readiness, quantitative analysis of gift intentions and potential campaign success), and recommendations (e.g., strategies to avoid obstacles, recommended campaign goal and strategy to achieve success, campaign timeline).
 - b. Consult with Ehlers on revised financial and tax impacts
6. Initial Planning Discussions
 - a. Establishing a vision
 - b. Stakeholder Identification
 - c. Goal Setting (programs and costs among other things)
 - d. Space needs programming – determining the space needs for the programming desired
7. Write librarian position description
8. Work with engineering firm* and SCLS
 - a. Evaluate impact fee **for an estimated \$5000 in the 2022 budget**
 - b. Develop a new Library Program Statement
 - c. Identify project architect with library expertise
9. Begin discussion with the Dane County Library Board (DCLS) to finalize county requirements
10. Write grants and pursue funding opportunities with the Friends of the Cottage Grove Library Inc. (501c3)
 - a. Submit the Evjue Grant Application for library programming in Spring of 2022, **goal is \$4000**

*** Work indicates staff time at 10% effort in the 2022 annual budget.**

B. Village Priorities

The LPC wanted to determine how the Village Departments and priorities could collaborate on the library project and use the library in the future. For example, Village Departments combine resources and services to better serve the community and decrease duplication of services. **A library intersects with multiple Village initiatives:**

1. **Fiscal responsibility and financial planning:** The LPC is recommending a financial feasibility study to determine how fundraising will impact the financing and tax plans. There are many opportunities to reduce finances (see other report sections). Keeping taxes local is fiscally responsible; as currently Village residents pay over \$280,000 for the use of other community libraries (2021).
2. **Economic growth:** Libraries have a large impact on the local economy and workforce development through the provision of a variety of classes and resources. The community's economy benefits when businesspeople use library resources to make business decisions, and employees use it to improve job skills. During economic hardship, citizens turn to and depend on the library. In turn, libraries boost economic development. Proximity to a library increases spending for those businesses located near the library. (Reference:<https://www.urban.org/sites/default/files/publication/46006/1001075-Making-Cities-Stronger.PDF>)
 - a. 73% of public libraries assist their patrons with job applications and interviewing skills, and 48% provide access and assistance to entrepreneurs looking to start a business of their own.
 - b. Chamber of Commerce leakage study (2017) shows that sales are leaking out of the CG area and being absorbed by businesses in Madison.
(Reference:https://www.cottagegrovechamber.com/uploads/4/0/7/8/40788503/commercial_leakage_study_-_cottage_grove_2015-08-20.pdf)
3. **Diversity, equity, and inclusion:** Libraries are accessible for all, support literacy, education, and technology for everyone including underserved populations.
(Reference:<https://www.journals.uchicago.edu/doi/full/10.1086/699267>)
4. **Sustainability:** Libraries provide educational events (e.g., seed borrowing, community gardens). The Ad Hoc committee could provide suggestions during design and construction (i.e., reduction of carbon footprint, net zero building, LEED certification).
(Reference:<https://americanlibrariesmagazine.org/blogs/the-scoop/libraries-and-sustainable-thinking/#:~:text=Sustainable%20thinking%20refers%20to%20the,life%20to%20fruition%20through%20choices>)
5. **Emergency management planning:** A library provides a space for residents to go in extreme weather; this location is currently lacking in Cottage Grove.
6. **Food insecurity:** Public libraries are part of the solution to food insecurity. Librarians can be a source for programming (State, County, and Local). For example, librarians may assist those who manage farmers' markets, summer feeding programs, community fridges, and culinary literacy centers builds a greater understanding of the unique roles of local librarians in community food systems. (Reference: <https://www.youtube.com/watch?v=h8YC2ILYsMk>)
7. **Communication and engagement:** A library provides the spaces to recruit volunteers from the community as well as provides and enhances their confidence, skills, and levels of employability. A library is welcoming to all, and that bridges socioeconomic divides through examples of productive partnerships. A library allows for a space for our local community groups to meet and provide information for residents on programs, groups, and activities to be active in. We estimate many roles for community members throughout the library planning process. (Reference:<https://www.ala.org/tools/librariestransform/libraries-transforming-communities/engagement>)

8. **Housing:** People prefer to live near a public library if they have a choice, and often perceive library access as part of an enhanced quality of life.
(Reference:<https://www.ala.org/tools/research/librariesmatter/minnesota-public-libraries-return-investment>)
9. **Parks and Recreation:** More so than a community center, town hall, or public park ever could, libraries connect their communities in a way that benefits everyone. They combine local resources, including arts and crafts, educational offerings, job training, tutoring and technology learning. The Cottage Grove Library could include a dedicated space for Parks and Recreation programming.
(Reference:<https://www.brookings.edu/blog/up-front/2017/03/30/how-public-libraries-help-build-healthy-communities/>)
10. **Cottage Grove's Mission and Vision:** a library directly serves the mission and vision of Cottage Grove by increasing the richness and opportunities for a growing village and effectively providing the community services for our citizens and fostering economic development.