

Yorkville Public Library
Special Meeting of Board of Trustees
Saturday, June 1, 2024 9:00am
Michelle Pfister Meeting Room
902 Game Farm Road, Yorkville, IL

The Board of Trustees special meeting was called to order at 9:01am by President Theron Garcia, roll was called and a quorum was established.

Roll Call:

Jackie Milschewski-yes, Wendy Gatz-yes, Ryan Forristall-yes, Theron Garcia-yes, Rosie Millen-yes, Tara Schumacher-(arr. 9:03am), Jason Hedman-yes, Keri Pesola-yes

Absent: Bret Reifsteck

Staff & Others Present:

Library Director Shelley Augustine, Amanda Standerfer-Fast Forward Libraries

Recognition of Visitors:

President Garcia recognized Ms. Standerfer.

New Business:

Review Learning Report and Develop Strategic Plan Elements with Library Consultant

Ms. Amanda Standerfer of Fast Forward Libraries, was present to guide the Board in their process of compiling a Strategic Plan for the library. She presented information about herself and her qualifications and said she assists libraries in developing Strategic Plans. She said Strategic Plans lead libraries into the future and help in making decisions about staff and allocating resources. She said the library is about halfway through the process at this time.

She said the Learn Phase has been finished and the Dream Phase data will be addressed at this meeting. The last phase is the Do Phase with implementation in August. She met with the library staff yesterday to obtain their input. Today the Board members will be asked to list 3 items they believe are important for the library going forward and the survey data and Learning Report will be reviewed.

Following is Ms. Standerfer's agenda for this meeting:

1. Review of Learning Report
2. Strategic Directions
3. Areas of Focus
4. Vision and Mission
5. Setting Priorities

Review of Learning Report:

Key points of survey: Discussed respondents who completed survey, focus groups discussed, census data shows 30% population growth in Yorkville, program attendance bounced back after Covid, survey participation normal (240 persons responded), satisfaction with library high, customer service was #1, did 2 Focus groups regarding topics in community, library trends compared with other libraries, and cross-training.

Ms. Standerfer asked what the Board members found interesting about the Learning Report. Board members noted the following comments: diversity, housing growing rapidly, population growth, great kids' program, but some did not like environment, respondents compared Yorkville with other libraries, improve reading program, space utilization and comfortable spaces, some of the population is still below poverty level, discussion of numbers of study rooms and availability, need increased hours of operation, more outreach, more programs for teens, Spanish stories only on-line, need technology staff person, need programs for working persons, improve collection, how kids' books are arranged, standard services provided, sensory concerns, pop-up libraries, maker space, more programs for social needs, partner with other groups. Also, engage with Rush Copley for some social programs, legality of mental health assistance/host those events, not many complaints, have poster downtown for library events. Also, sponsorships from businesses or partner with schools, create a way for people to donate time or money, need to attract young people using other media, adequate staffing, building issues important.

Strategic Directions:

Ms. Standerfer asked each Board member to list three areas of focus for the next 3 years. They included space planning, enhance staff hours, community service offerings, hours of operation, community engagement to meet diverse population, building a library revenue stream, cafe in building, outreach, programs for working adults, building maintenance, partnership with local businesses, define strategic direction of services, marketing of services and community awareness, analysis of programs/success rates, marketing at Foxy's, QR codes and links in messages, cross-training, hours of operation, convey to staff they are highly valued.

A short break was taken at this time and the meeting reconvened at 10:28am.

Areas of Focus:

After the Board members shared their 3 areas of focus, the top 3 were discussed along with ways to implement.

Community engagement: Need polls, feedback after programs, library staff attend community events, have marketing person provide info about partnerships/sponsorships. Suggestion to have Cub Scouts/non-profit groups/service organizations build little library boxes. Attend Chamber meetings to have a presence.

Spaces: Hire a space needs planner, develop a plan and listen to community, compile a budget for spaces by possible annual fundraising or reallocation of money. Make spaces flexible. Explore legacy gifts/estate planning possibilities.

Organizational development: Be proactive vs. reactive, staff suggested a library branch in future, address staffing and hours, staff development/retention/engagement, possible pay grades for staff, listen to staff and community, board engagement, follow the Strategic Plan and report on goals set.

Vision & Mission

Ms. Standerfer said her definition of vision is 'aspirational' and her definition for mission is 'concrete'. The Board suggested several words that could be part of the Vision and Mission Statements. She suggested redoing the vision portion and revising the mission portion. Her staff will draft examples for Board review.

Setting Priorities and Miscellaneous:

It was noted that it is the responsibility of the Board to carry out the Strategic Plan. Ms. Standerfer said that the staff had discussed technology and having the ability to help patrons with that. The trend is to come to the library to "hang out", not necessarily to check out materials. She encouraged the library to continue to cultivate their partnership/relationship with the city.

Board Comments:

The Board has transformed and they are proud to be part of the Board, great library leadership, concern for money, focus is needed on space planning, much optimism, glad Board undertook Strategic Plan process, have confidence in future of library, great leadership by Ms. Augustine, proud of the cohesive Board and their vision. Ms. Augustine commented on the staff input and was proud of their excitement and thanked the Board for their support.

Next Steps:

Ms. Standerfer will type the notes from this session, develop a draft plan to be reviewed and create documents. She will attend the July meeting via Zoom and if the Board approves the plan, the implementation process will begin which may take a few months.

Executive Session: None

Adjournment:

There was no further business and the meeting was adjourned at 11:58am on a motion and second by Ms. Garcia and Ms. Schumacher, respectively.

Minutes respectfully submitted by
Marlys Young, Minute Taker